Audiences

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Deep-dive of 12 Personas and How to Engage Them

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The Audience Development Research

The current edition of the Audience Development Playbook draws on data from the Population Survey on the Arts and in-depth qualitative and quantitative interviews with arts industry leaders and members of the public.

There are 2 aspects to the research:

1. With the arts sector

Qualitative interviews were conducted with over 120 artists, partners and students from the arts community as well as policy makers in NAC, to understand their experiences with audiences — including challenges, opportunities and support needed for the sector.

2. With the public

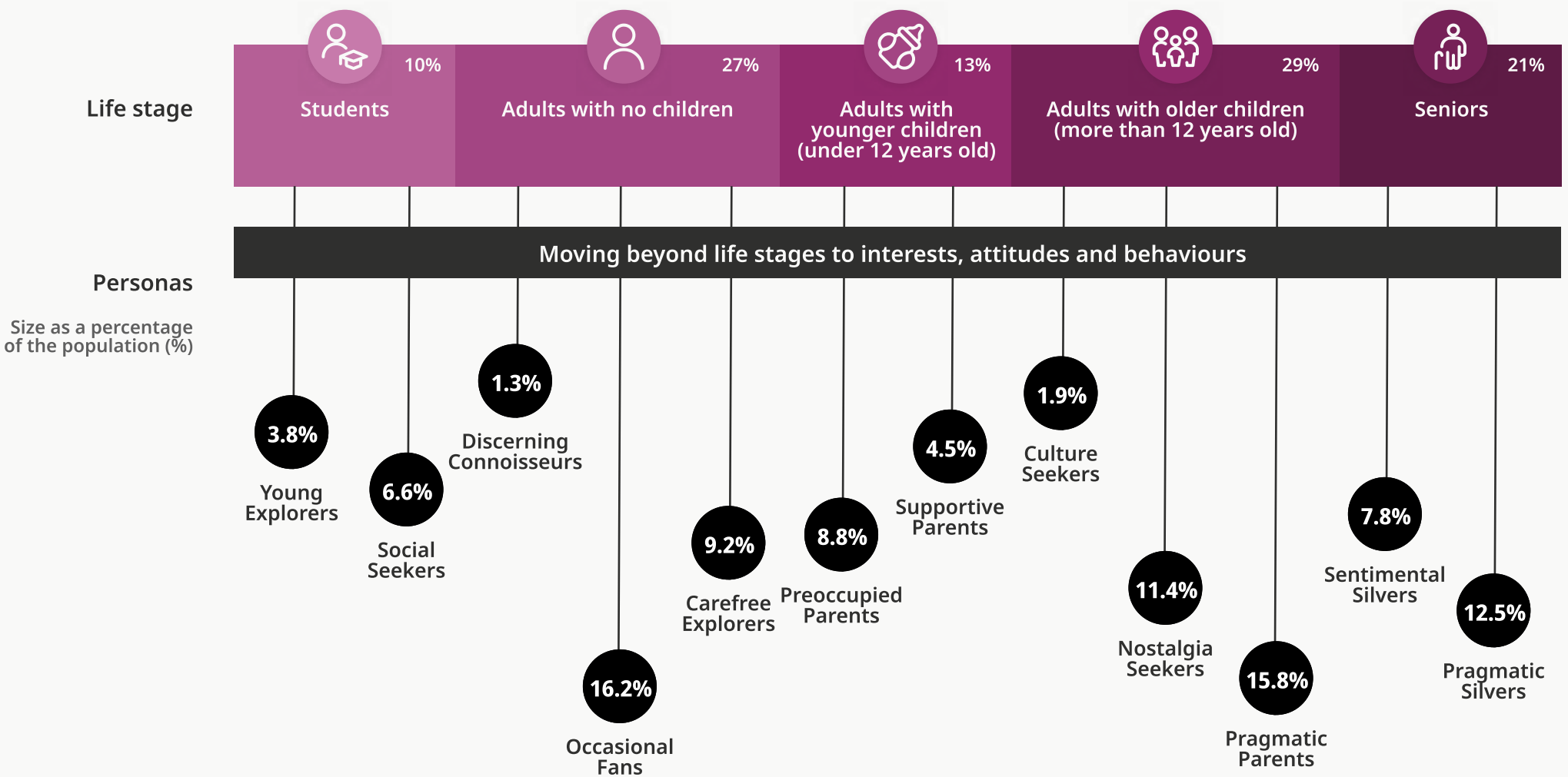
Quantitative door-to-door survey of n=2,026 Singaporeans. This sample is in line with Singapore Department of Statistics' latest estimates of the population size of demographic groups and enforced to ensure that the sample was representative of the population.

This survey was merged with the dataset from the latest Population Survey on the Arts (2023) and segmented using a micro-segmentation algorithm to provide a robust base of n=4,112 for the estimation of the population prevalence of persona groups.

A street intercept survey of n=1,024 Singaporeans using location-based sampling was then conducted. This survey was used to increase the minimum sample size of lower prevalence personas, allowing us to analyse them with a greater degree of statistical precision.

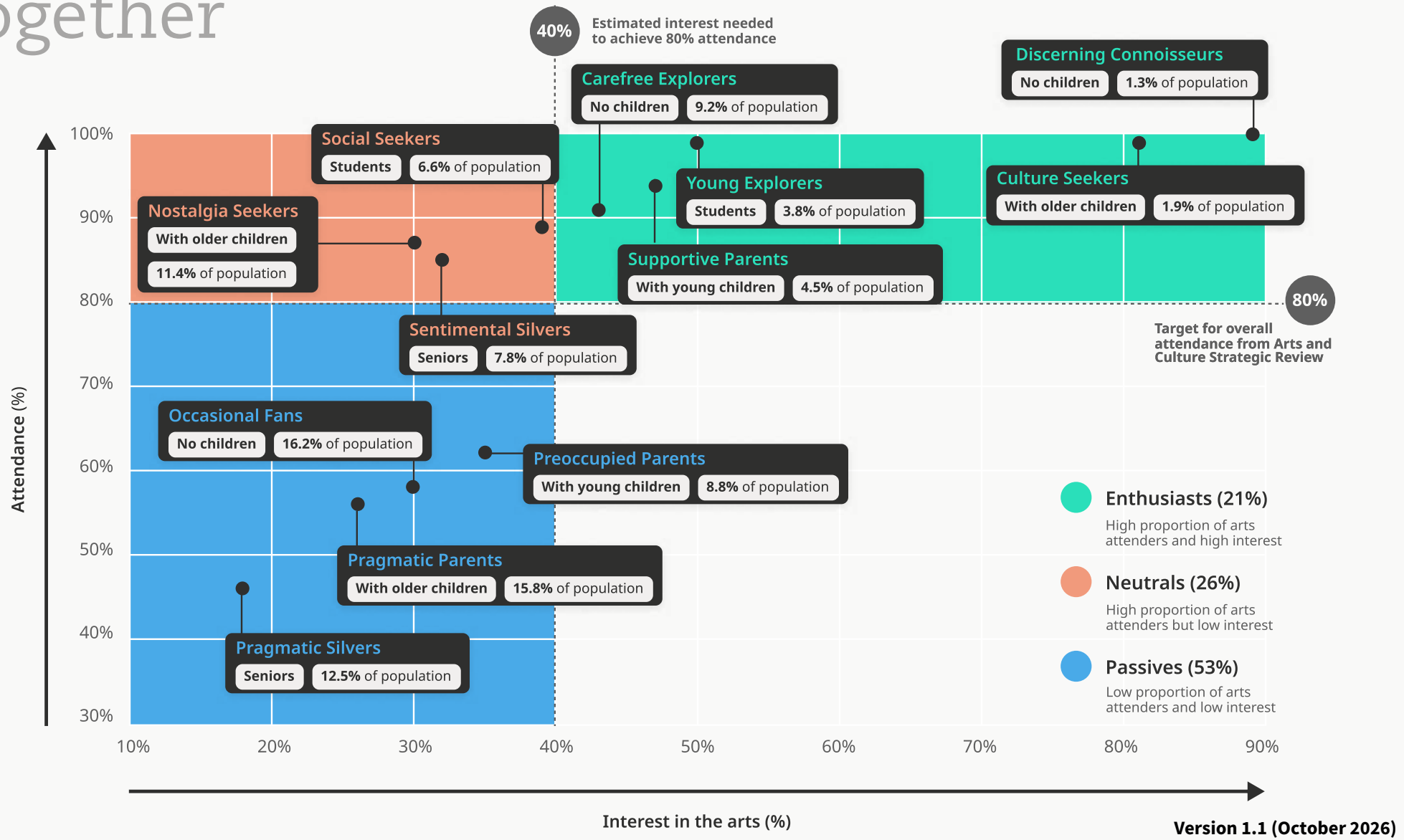
The 12 Personas

This new persona-driven approach enables us to look beyond broad-based life stages to design interventions based on specific interests, attitudes and behaviours towards the arts.



Growing audiences together

Depending on their level of attendance and interest in the arts, the 12 personas can be grouped into 3 broad categories: Enthusiasts, Neutrals and Passives. This categorisation provides high-level insights into the potential for growth. For a more granular analysis of each persona, you may refer to the section: Meet The Personas.

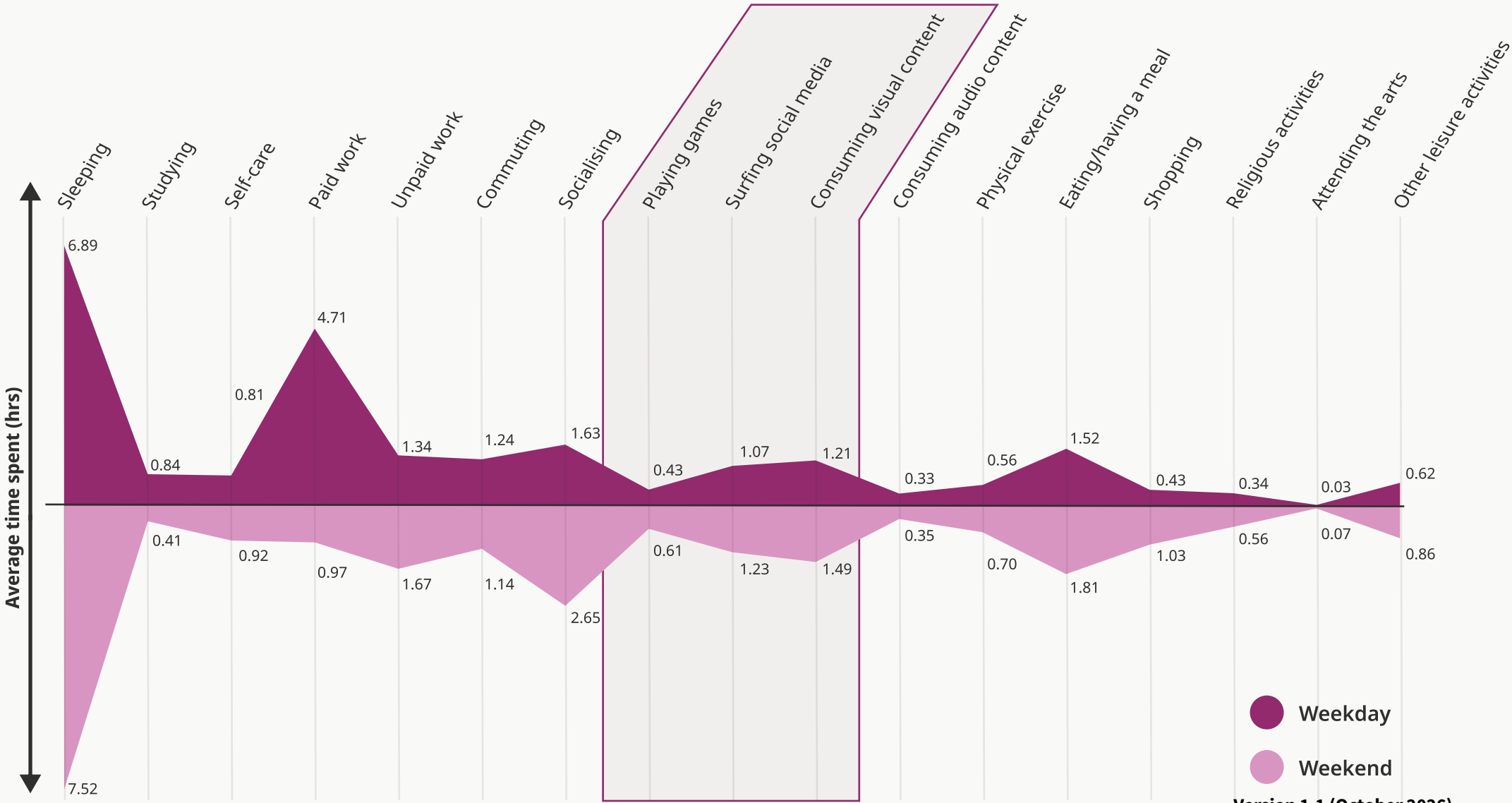


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Overall Time Spent

Insight: On average, Singaporeans spend close to three hours each day on digital entertainment.

Takeaway: Singaporeans have free leisure time but they are not always spending it on the arts.

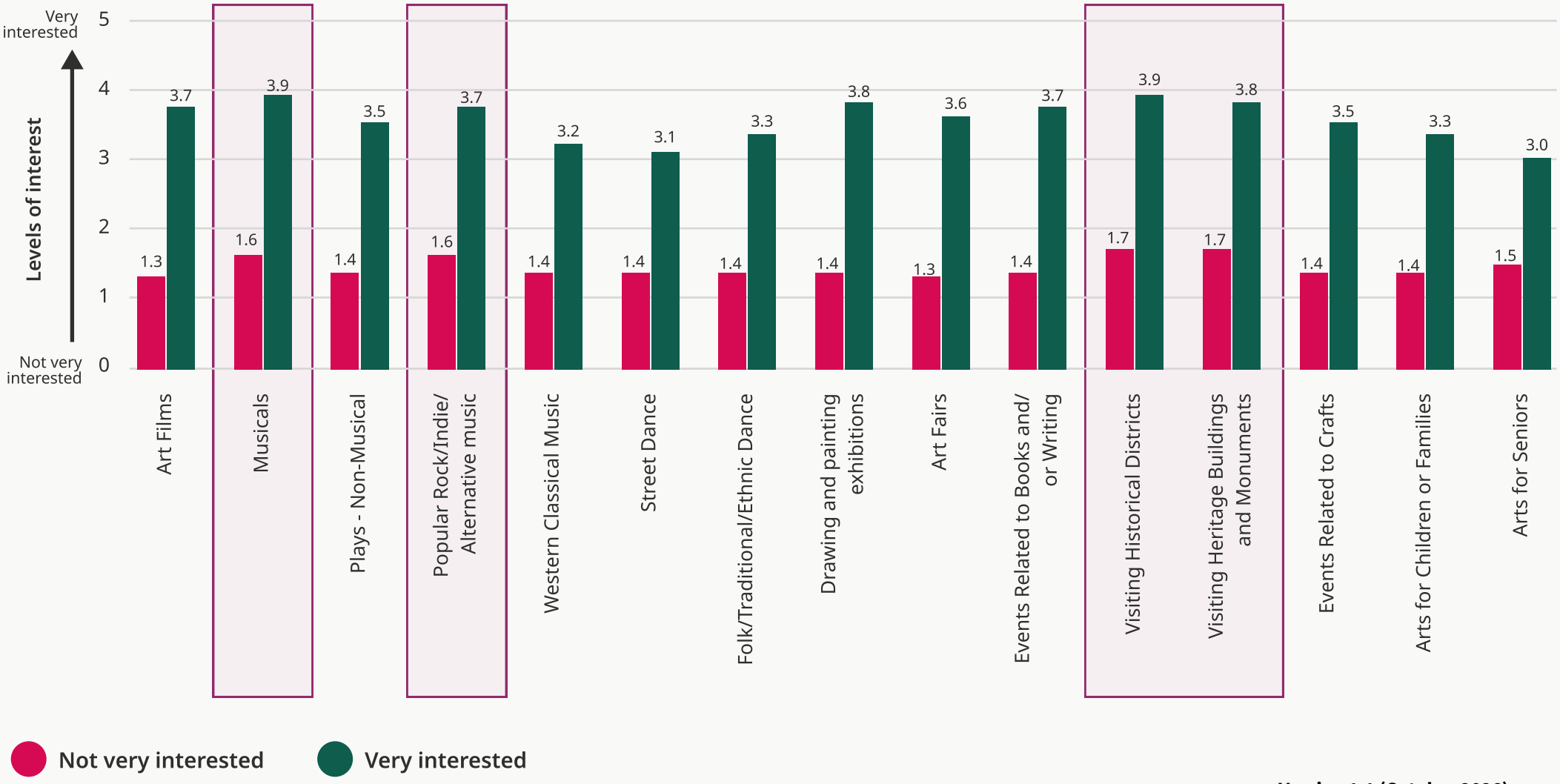


Version 1.1 (October 2026)

Overall Interest in Artforms

Insight: Music and heritage are the artforms that are the most relatable across all personas, whether they are interested in the arts or not.

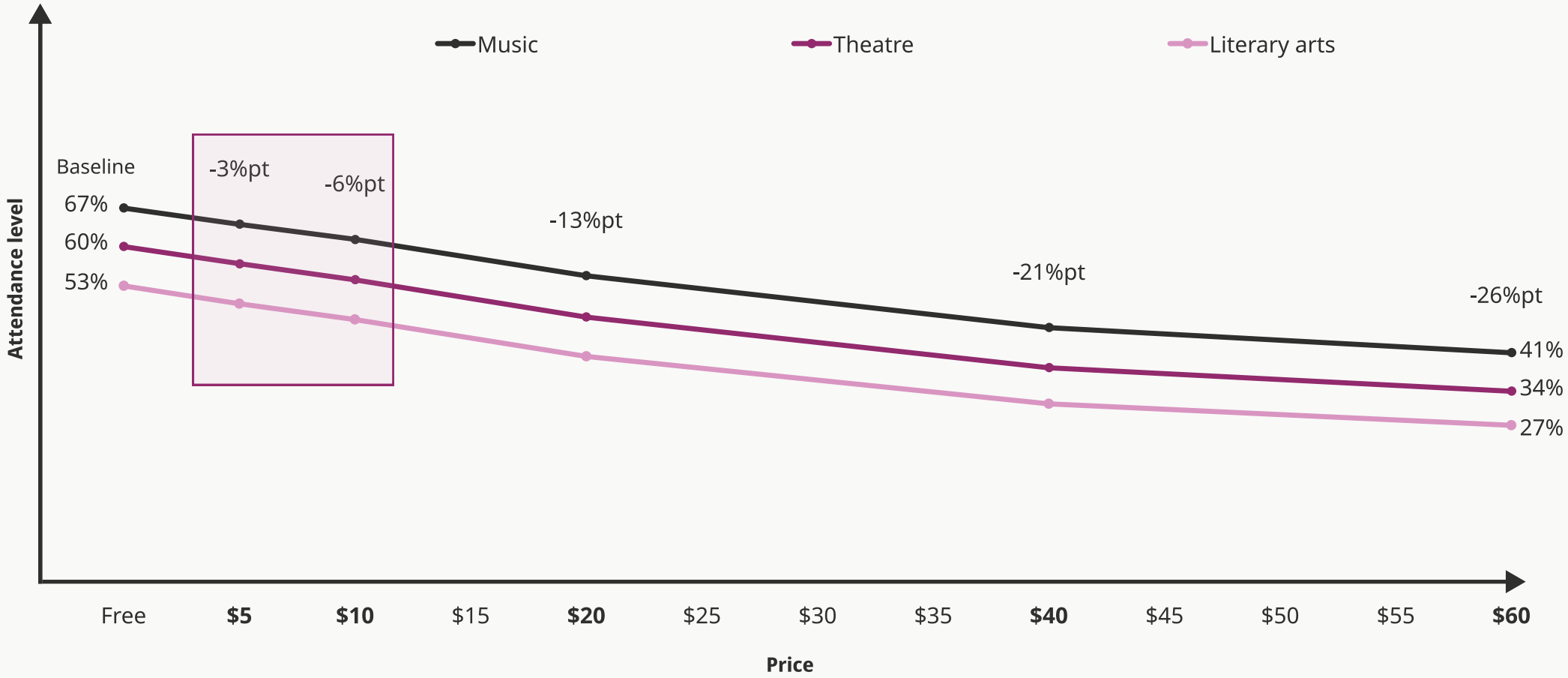
Takeaway: Both artforms can serve as entry points for passive audiences to discover other artforms and build cultural experiences over time.



Overall Willingness to Pay

Insight: Nominal charges do not have a strong negative effect on attendance.

Takeaway: It is not often price as such that is important but perception of value-for-money. For certain personas, having a nominal charge can increase attendance as these audiences perceive the event as having a higher quality offering (price-quality heuristic).



Audiences

Meet the Personas

Pen Portraits Explained 23

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Introduction to Pen Portraits

This section introduces the 12 personas in greater detail. For each persona, there are pen portraits that outline their characteristics so that you can design experiences that meet their needs and interests.

Summary

This section conveys key points of the persona and what they entail.

What proportion of people in Singapore belong to this persona?

4% of the population

3/12 Engagement rank

where "1" is the most engaged persona and "12" the least



84% have attended physically

Key stats and facts

No children

Visitation Patterns to Arts & Heritage Locations

This section outlines how often the personas travel to arts and heritage locations in any given week.

Life stage, Lifestyle & Profile

This section provides insights into the persona's identity, family status, occupation, and other factors that are likely to affect how they engage with the arts.

Likes & Motivations

This section describes their tastes, interests and reasons for engaging in the arts. Understanding how these factors affect their choices can inform audience development strategies.

Dislikes & Barriers

This section details barriers to attendance and how these can be addressed.

Introduction to Pen Portraits

How To Engage

Each pen portrait also includes a section on the best ways to engage with that persona. It explores each of the 6 audience development levers, making recommendations across the 3Ps and 3Cs.

Programming

As one of the most important levers, this section suggests programming that is likely to appeal — whether it is adapting existing work or designing new experiences and formats.

Place & Time

This section covers optimal locations, venues and programme timings to reach the persona effectively.

Price

This section details the persona's price sensitivity which can help inform pricing decisions and adjacent pricing approaches such as loyalty or discount schemes.

Communication

This section recommends the best communication channels and approaches that resonate with the persona.

Community

This section explores how understanding the persona's community connections — whether neighbourhood, work, leisure or interest-based — can help you to engage with them more effectively.

Co-creation

This section examines how participation, co-production and collaborative approaches can engage the persona more effectively.

Read **The Audience Development Levers** for a more detailed explanation of each lever.

The 12 Personas at a Glance

Enthusiasts

- Discerning Connoisseurs
- Culture Seekers
- Young Explorers
- Supportive Parents
- Carefree Explorers

These are 5 culturally-confident personas who attend the arts regularly and have a high interest in the arts. As part of their lifestyles and identities, they actively seek out arts experiences.

Neutrals

- Social Seekers
- Nostalgia Seekers
- Sentimental Silvers

These are 3 personas characterised by occasional rather than regular arts attendance. Their motivations are influenced by a broad range of factors such as a need for socialising, entertainment, self-improvement or in specific interests.

Passives

- Preoccupied Parents
- Occasional Fans
- Pragmatic Parents
- Pragmatic Silvers

These 4 personas are infrequent attenders. When they do participate, their motivations tend to centre on spending quality time with friends and family or responding to invitations for special occasions rather than arts appreciation itself.

Discerning Connoisseurs
Summary



Discerning Connoisseurs are the most highly engaged of all the personas and are frequent attenders across a range of artforms. Typically, they are young working adults, whose upbringing cultivated an interest in arts and culture.

They invest in diverse leisure activities — both in-person and digital — enjoying experiences alone or with like-minded friends. They are discerning in their preferences, and require clear understanding of why a performance or artist matters before committing to attend.

1% of the population

1/12 Engagement rank

Adults with no children

58% are 25 - 34 years old

Age Range

- **12%** 20 - 24 years old
- **33%** 25 - 29 years old
- **25%** 30 - 34 years old
- **11%** 35 - 39 years old
- **15%** 40 - 44 years old

85% physically healthy

89% interest
(% who strongly agree or agree that they are interested in the arts)

85% have attended physically

91% have attended digitally

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Discerning Connoisseurs
Arts & Heritage Location Visitation Patterns

Discerning Connoisseurs frequently visit the central areas of Singapore, including Orchard, Bras Basah Bugis and the Civic District. Fewer Discerning Connoisseurs travel into Chinatown on a weekly basis.

Q: How many days per week do you visit each of the following areas?



Orchard
Visited at least once: **59%**
Only 1 day: **36%**
Between 2 - 4 days: **12%**
Between 5 - 7 days: **11%**

River Valley
Visited at least once: **11%**
Only 1 day: **7%**
Between 2 - 4 days: **2%**
Between 5 - 7 days: **2%**

Chinatown
Visited at least once **26%**
Only 1 day: **15%**
Between 2 - 4 days: **8%**
Between 5 - 7 days: **3%**

Kampong Glam
Visited at least once: **20%**
Only 1 day: **13%**
Between 2 - 4 days: **5%**
Between 5 - 7 days: **2%**

Bras Basah Bugis
Visited at least once: **48%**
Only 1 day: **32%**
Between 2 - 4 days: **12%**
Between 5 - 7 days: **4%**

Civic District
Visited at least once: **30%**
Only 1 day: **12%**
Between 2 - 4 days: **9%**
Between 5 - 7 days: **9%**

Discerning Connoisseurs Explained

Life stage, Lifestyle & Profile

Discerning Connoisseurs have participated in arts and culture activities in their childhood. Growing up, they have often taken classes or actively engaged in the arts. This has given them a positive association with attending and participating in a wide variety of interests.

Work is important to them, as are their career goals. They see arts and culture as an important part of their lives.

Likes & Motivations

They are highly interested in the arts and appreciate a wide range of artforms. They are interested in musicals, popular music, classical music, street dance and art fairs amongst others, as well as enjoy visiting historic districts, heritage buildings and monuments.

Dislikes & Barriers

Being work-oriented and busy, it may be challenging for this persona to find time for the arts. They require comprehensive information well in advance to make decisions and coordinate with others who might join them to attend.

Unlike other personas, they are less concerned about price, prioritising the perceived quality when deciding whether to attend.

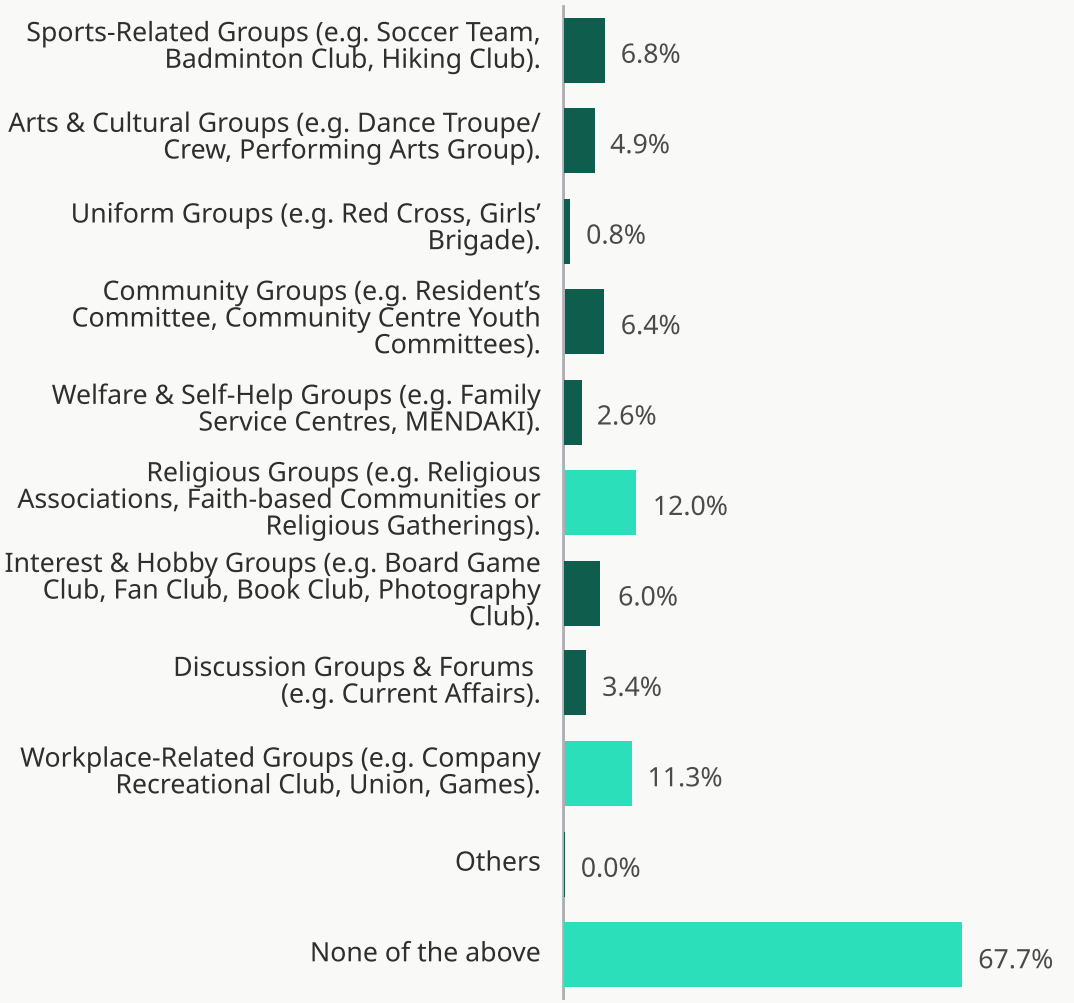
> One of my friends is a music student and a musician. He plays in orchestras, knows what is good to see, and invites us to his shows about once or twice a month.

Discerning Connoisseurs Explained

Discerning Connoisseurs rarely participate in social groups.

% Participation in social groups

Q: Which of the following social groups have you been involved in during the last 12 months?

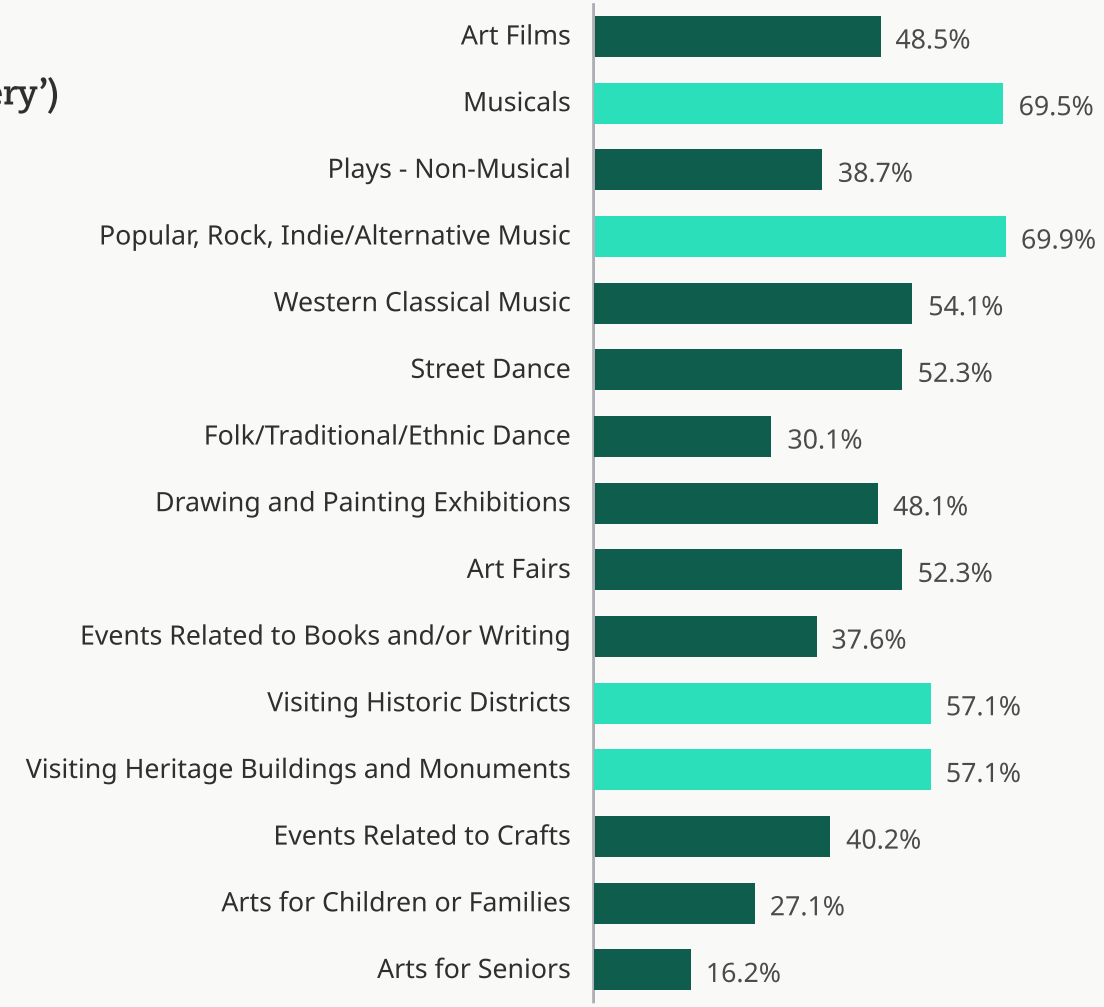


Discerning Connoisseurs Explained

Discerning Connoisseurs are highly interested in the arts across a range of types and genres.

Interest in artforms (% 'Quite' or 'Very')

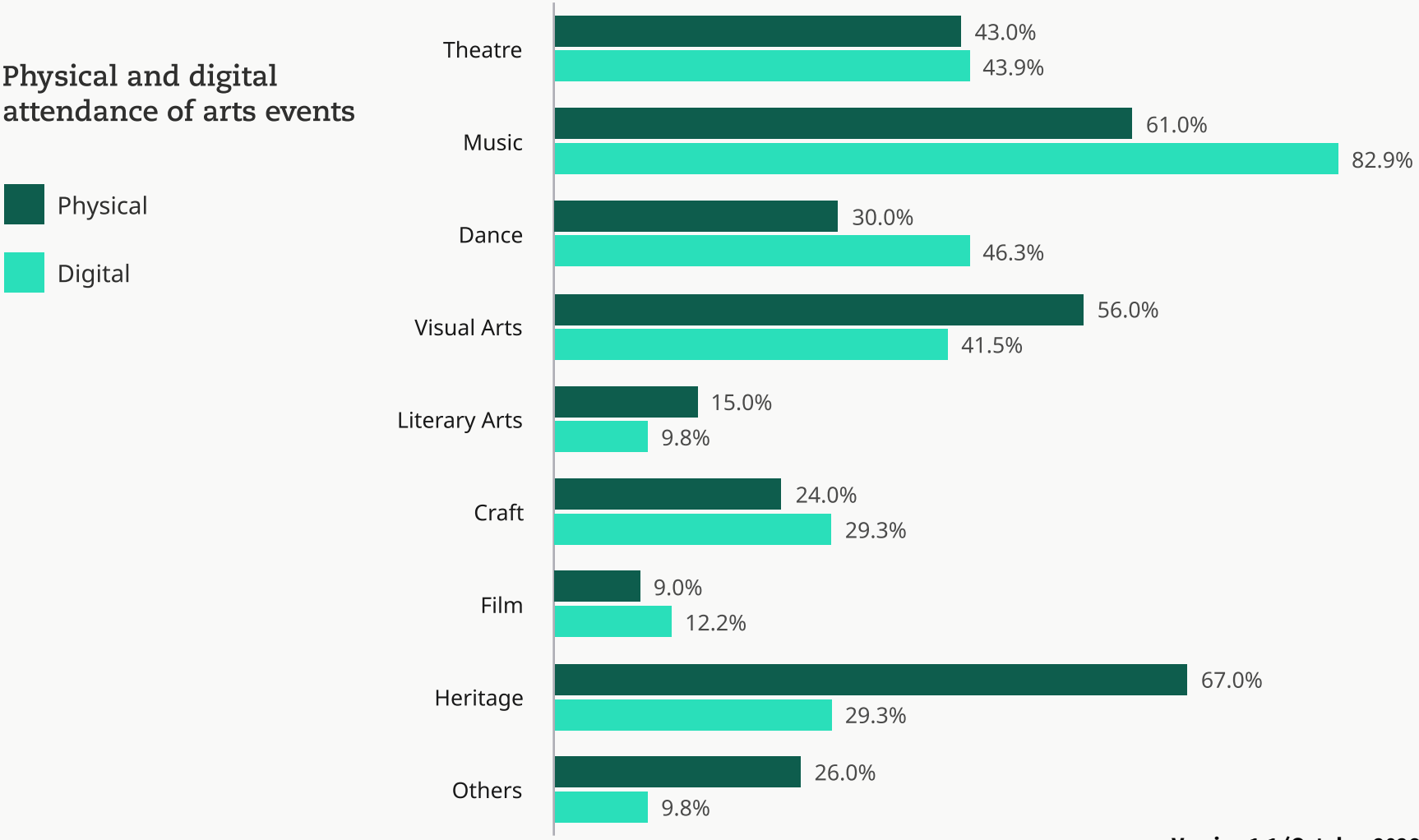
Q: To what extent would you describe your interest in the following genres/types of arts and cultural events and activities?



Discerning Connoisseurs Explained

In-person attendance is highest for heritage events, followed by music and visual arts. Digital attendance is the highest for music, followed by dance and theatre.

Physical and digital attendance of arts events



Discerning Connoisseurs Explained

Discerning Connoisseurs are motivated by the need for an enjoyable and relaxing experience and often as a way of socialising with friends and colleagues.

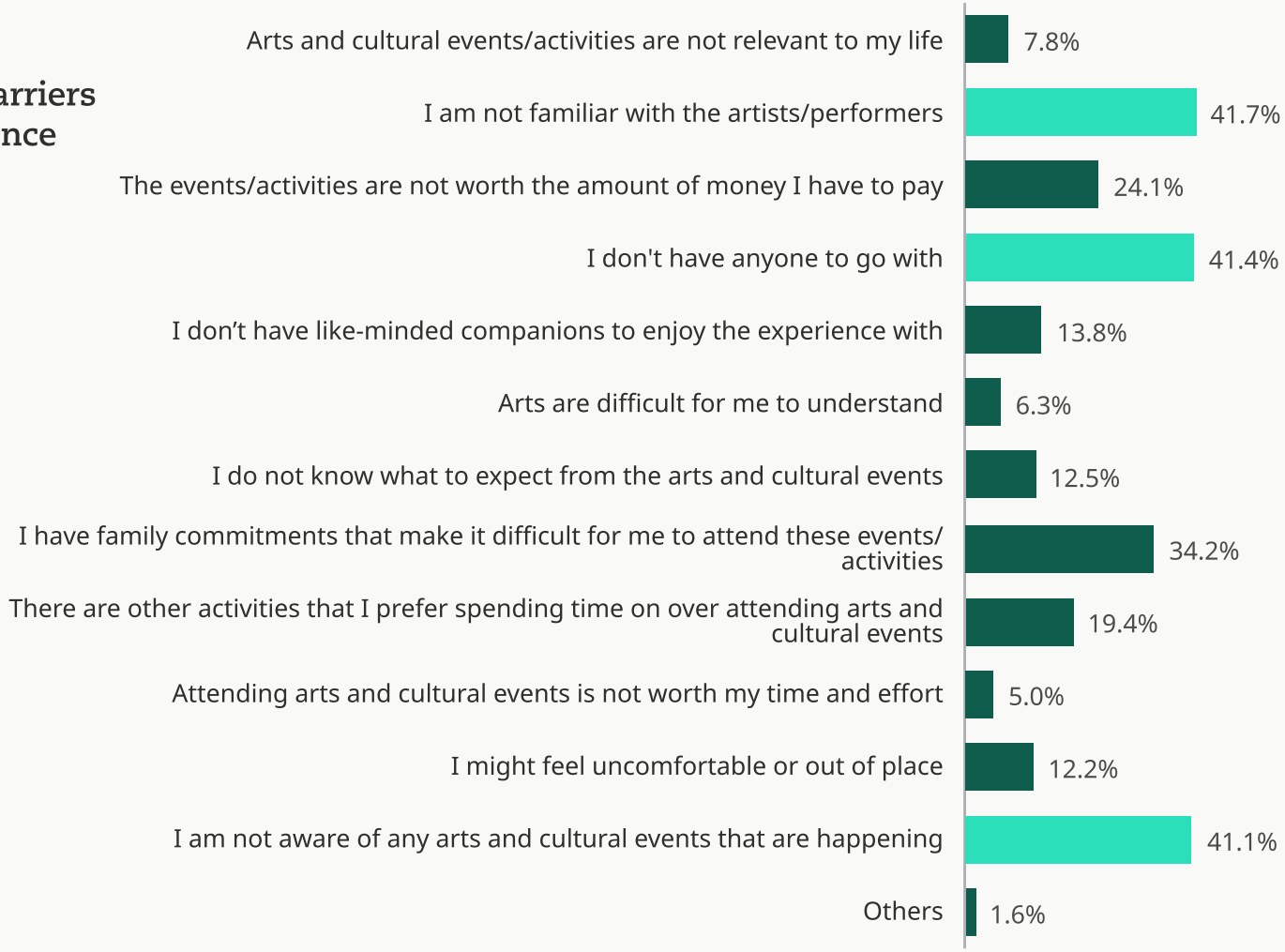
General motivations to attendance



Discerning Connoisseurs Explained

Barriers to attendance include unfamiliarity with artists, a lack of companions and low awareness of events.

General barriers to attendance



Discerning Connoisseurs
How to Engage

Programming

For this persona, programming should be carefully curated and socially relevant, while spanning multiple genres. These, together with a strong digital presence, will boost the perceived value of the programme. It should balance sophistication with trend-awareness, and be delivered in formats that suit their mobile, time-constrained, and digitally-savvy lifestyle.

They like programmes that are thoughtful and well-presented, and are likely to react well to special seasons or curated themes. These create opportunities for exploration and unexpected discoveries. As avid digital users, they may also be drawn to hybrid or live-streamed events featuring interactive elements, or additional post-show contents.

Place & Time

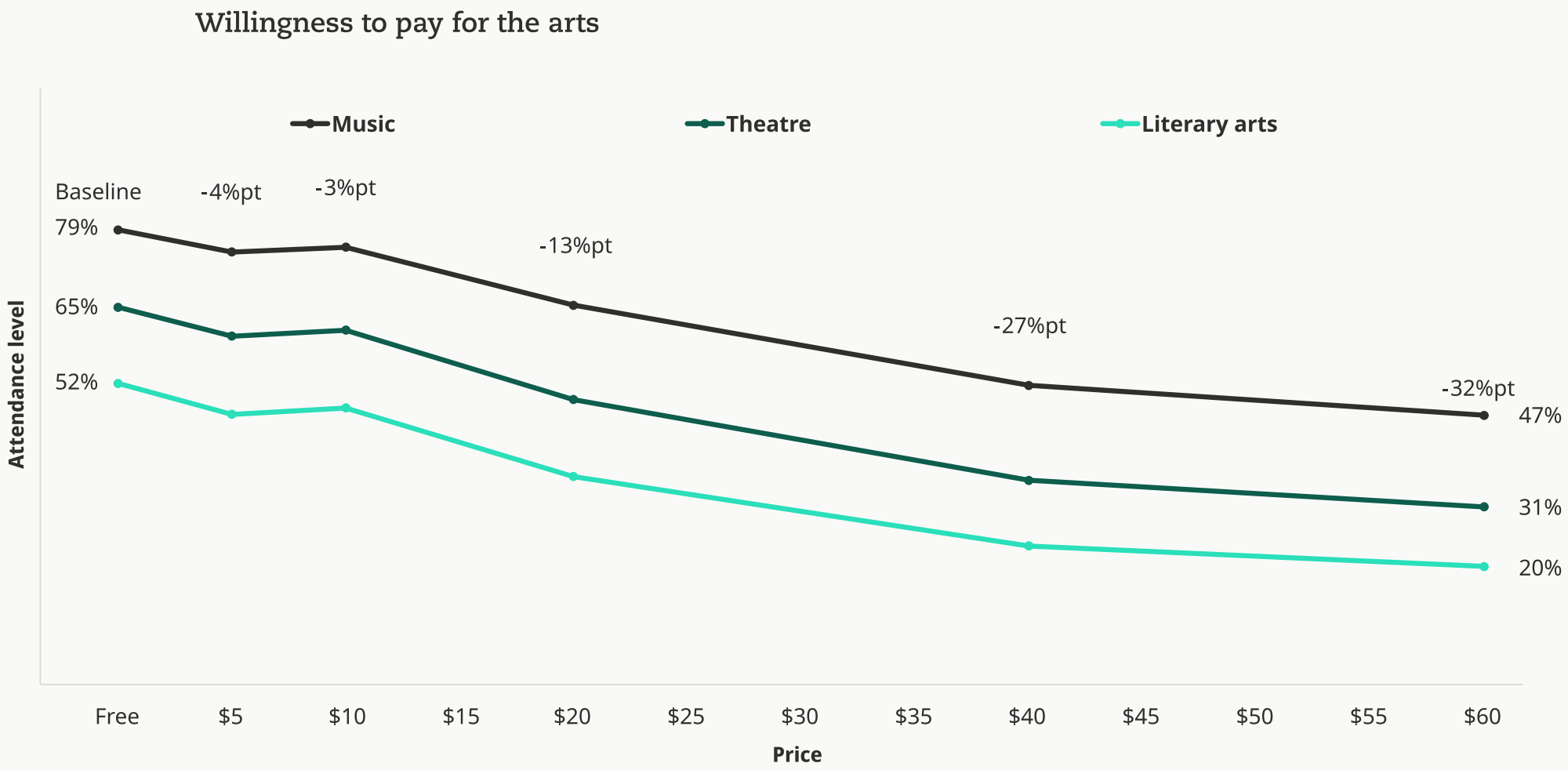
This persona is highly mobile. They favour centrally-located, easily-accessible arts venues with good public transport links or within walking distance.

As young working adults with active lifestyles, events and activities need to be scheduled around their work routines, leisure preferences, and digital consumption patterns. This can mean weekday evenings or weekend afternoons and evenings.

Price

As one of the least price-sensitive personas they tend to associate higher prices with better quality. However, as they attend the arts more frequently than other personas, they are likely to react well to special flexible deals, group discounts and loyalty schemes that allow broader participation across various activities.

Discerning Connoisseurs
How to Engage

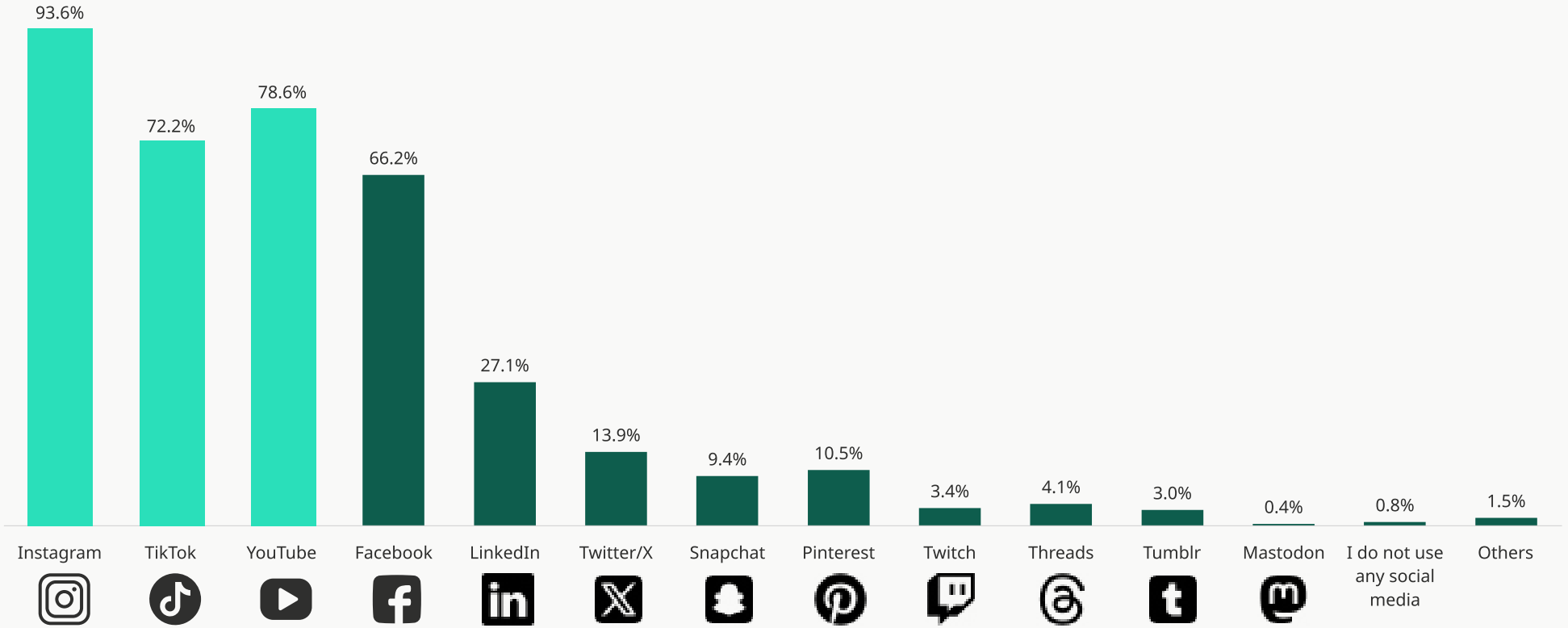


Discerning Connoisseurs
How to Engage

Discerning Connoisseurs are social media natives; their preferred platform is Instagram, followed by YouTube and TikTok. They are also more likely to use LinkedIn.

Overall usage of social media platforms

Q: Which of the following social media platforms have you used in the past year? Please select all that apply.



Discerning Connoisseurs
How to Engage

Communication

Discerning Connoisseurs are digitally savvy, highly mobile, and socially attuned. Effective communication with this persona should mirror their social media-driven lifestyle with current, relevant and accessible content that delivers maximum impact with minimal clutter.

Instagram is their preferred platform with its possibilities for visual storytelling and peer sharing. YouTube and TikTok are also popular, while their higher-than-average LinkedIn usage presents a unique opportunity for you to share arts-related contents with them.

Community

This socially conscious persona connects primarily through online communities and social media peer networks. They respond well to peer recommendations and trending conversations, gravitating toward issues that feel timely and culturally significant.

Co-creation

Discerning Connoisseurs show strong potential for co-creation, driven by their early exposure to the arts, sustained interest across life stages, and active consumption habits. Their co-creative engagement is likely to be selective, meaningful, and experience-driven, although limited by available time. While a few are arts practitioners themselves, their educational backgrounds and early exposure to the arts allow them to gain practical creative skills in music, photography or visual arts. They embrace their creative identity as a positive trait, which could motivate deeper and more frequent engagement in the arts.

Culture Seekers
Summary



Culture Seekers are parents with older children, with a strong passion for the arts. They seek out diverse arts experiences as these bring them joy and a sense of wellbeing.

Although they are culturally curious and enjoy a wide spectrum of artforms, including theatre, dance, craft, and heritage, their attendance is tempered by time constraints. Their cultural participation often includes sharing the arts with their children, viewing it as a tool for confidence-building and emotional wellbeing. As their children have grown, Culture Seekers are finding more time and opportunities to reconnect with their personal interests.

2% of the population

2/12 Engagement rank

Adults with older children (more than 12 years old)

85% are 45 - 64 years old

Age Range

- **11%** 40 - 44 years old
- **18%** 45 - 49 years old
- **25%** 50 - 54 years old
- **21%** 55 - 59 years old
- **21%** 60 - 64 years old

81% physically healthy

81% interest

(% who strongly agree or agree that they are interested in the arts)

94% have attended physically

82% have attended digitally

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Culture Seekers
Arts & Heritage Location Visitation Patterns

In a typical week, Culture Seekers are more likely to visit Chinatown and Bras Basah Bugis, and usually at least once a week.

Q: How many days per week do you visit each of the following areas?



Orchard
Visited at least once: **34%**
Only 1 day: **20%**
Between 2 - 4 days: **11%**
Between 5 - 7 days: **3%**

River Valley
Visited at least once: **6%**
Only 1 day: **4%**
Between 2 - 4 days: **0%**
Between 5 - 7 days: **2%**

Chinatown
Visited at least once **39%**
Only 1 day: **28%**
Between 2 - 4 days: **8%**
Between 5 - 7 days: **3%**

Kampong Glam
Visited at least once: **17%**
Only 1 day: **10%**
Between 2 - 4 days: **5%**
Between 5 - 7 days: **2%**

Bras Basah Bugis
Visited at least once: **34%**
Only 1 day: **24%**
Between 2 - 4 days: **7%**
Between 5 - 7 days: **3%**

Civic District
Visited at least once: **21%**
Only 1 day: **10%**
Between 2 - 4 days: **5%**
Between 5 - 7 days: **6%**

Culture Seekers Explained

Life stage, Lifestyle & Profile

Culture Seekers are in the prime of their careers. They value quality time, emotional wellbeing, and shared cultural experiences. Having spent their younger years raising their children, they are now seeking time and opportunities to engage in the arts with renewed enthusiasm and discernment.

Their lives are characterised by a rebalancing of priorities and juggling family life while rekindling personal interests and passions.

> It is not just about being entertained; it is about reconnecting with what inspires me, and passing that on to my children.

Dislikes & Barriers

While they are willing to attend arts events without their children, the lack of adult companions to go with can be a barrier to attending these events.

Similar to other personas, the lack of adequate information about arts events and activities can deter attendance.

Likes & Motivations

Their passion for creativity spans a wide range of artforms and they seek out diverse experiences, driven by the sheer enjoyment of attending arts events in-person. With a high level of wellbeing and stability, this allows them to pursue joyful and inspiring arts and culture experiences.

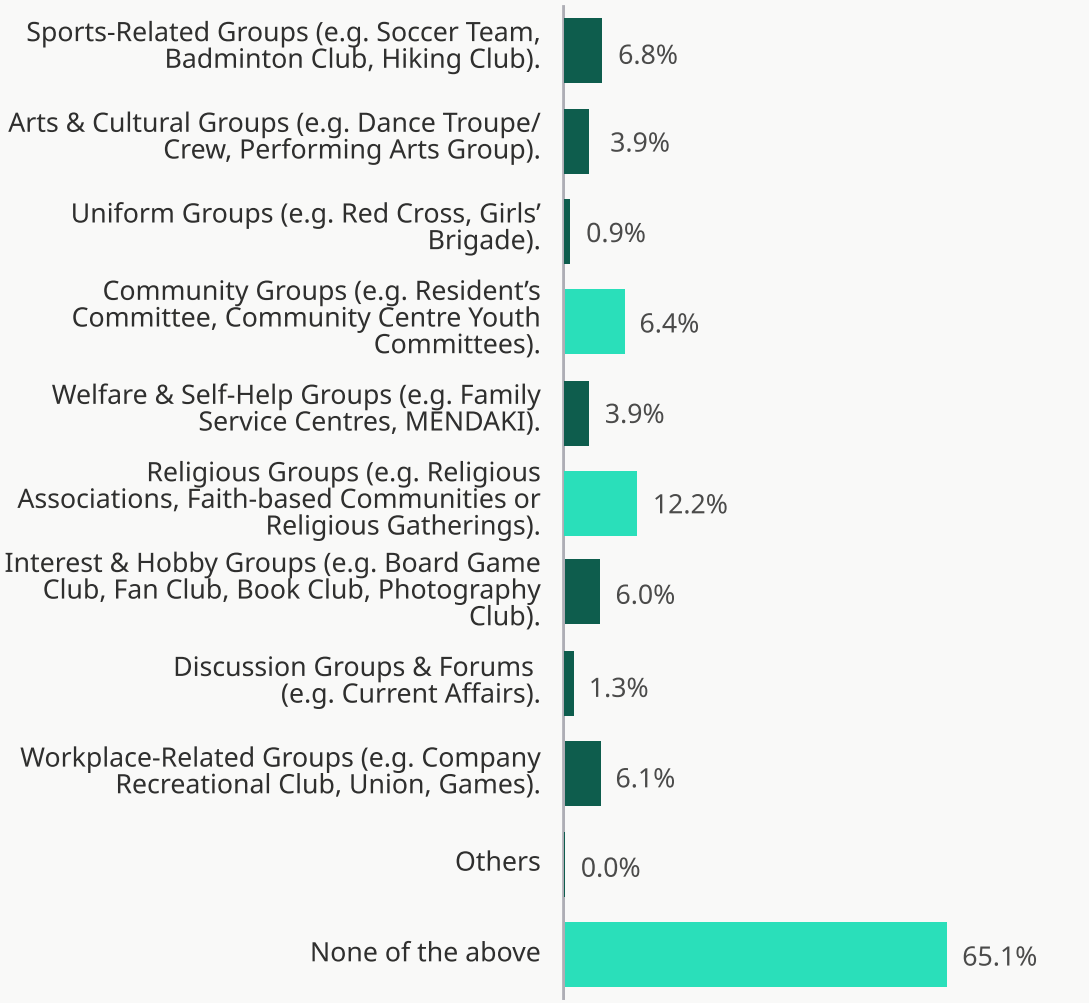
Characterised by their energy, cultural curiosity, and balanced priorities, Culture Seekers thrive in dynamic and familiar environments.

Culture Seekers Explained

Their involvement in social groups does not differ much from the general population.

% Participation in social groups

Q: Which of the following social groups have you been involved in during the last 12 months?

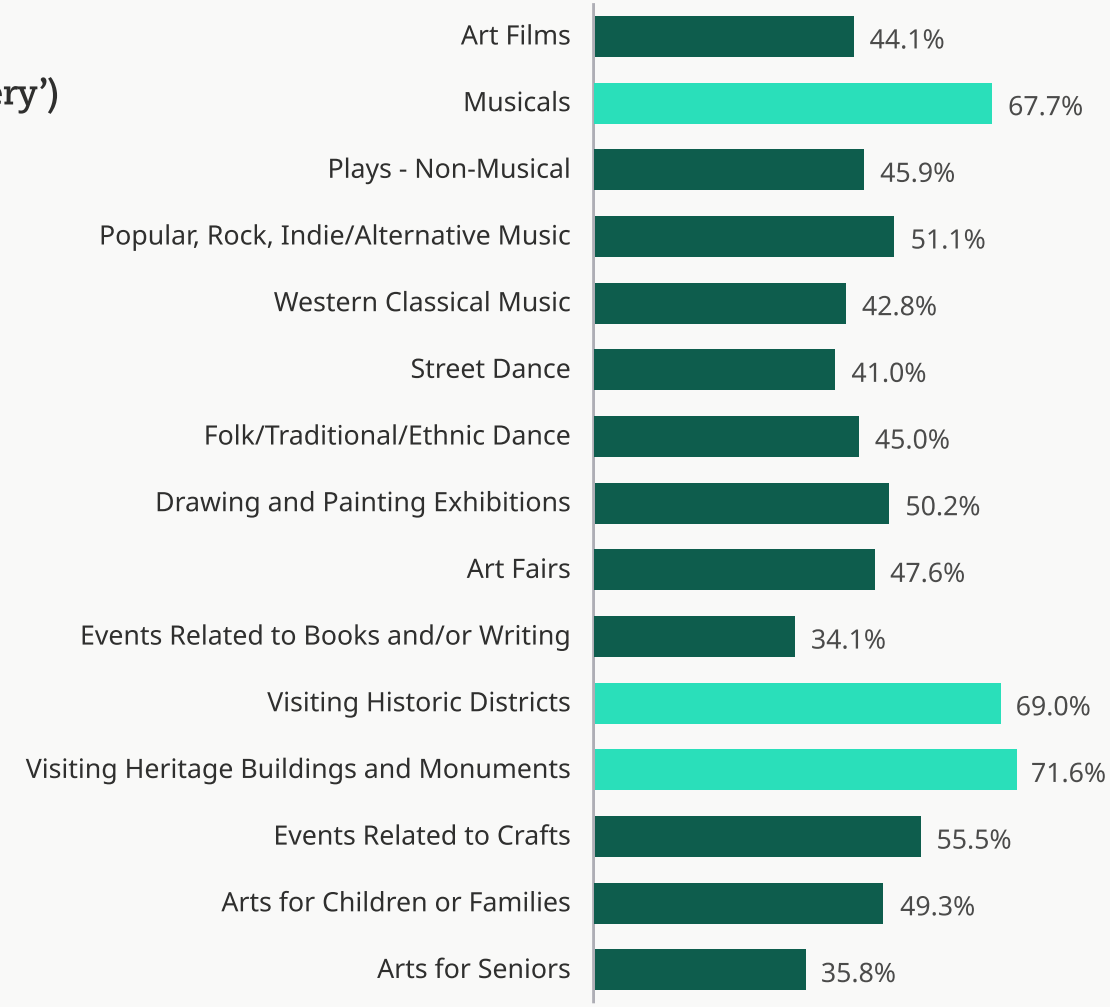


Culture Seekers Explained

Culture Seekers are highly interested in the arts — across a breadth of artforms and genres.

Interest in artforms (% 'Quite' or 'Very')

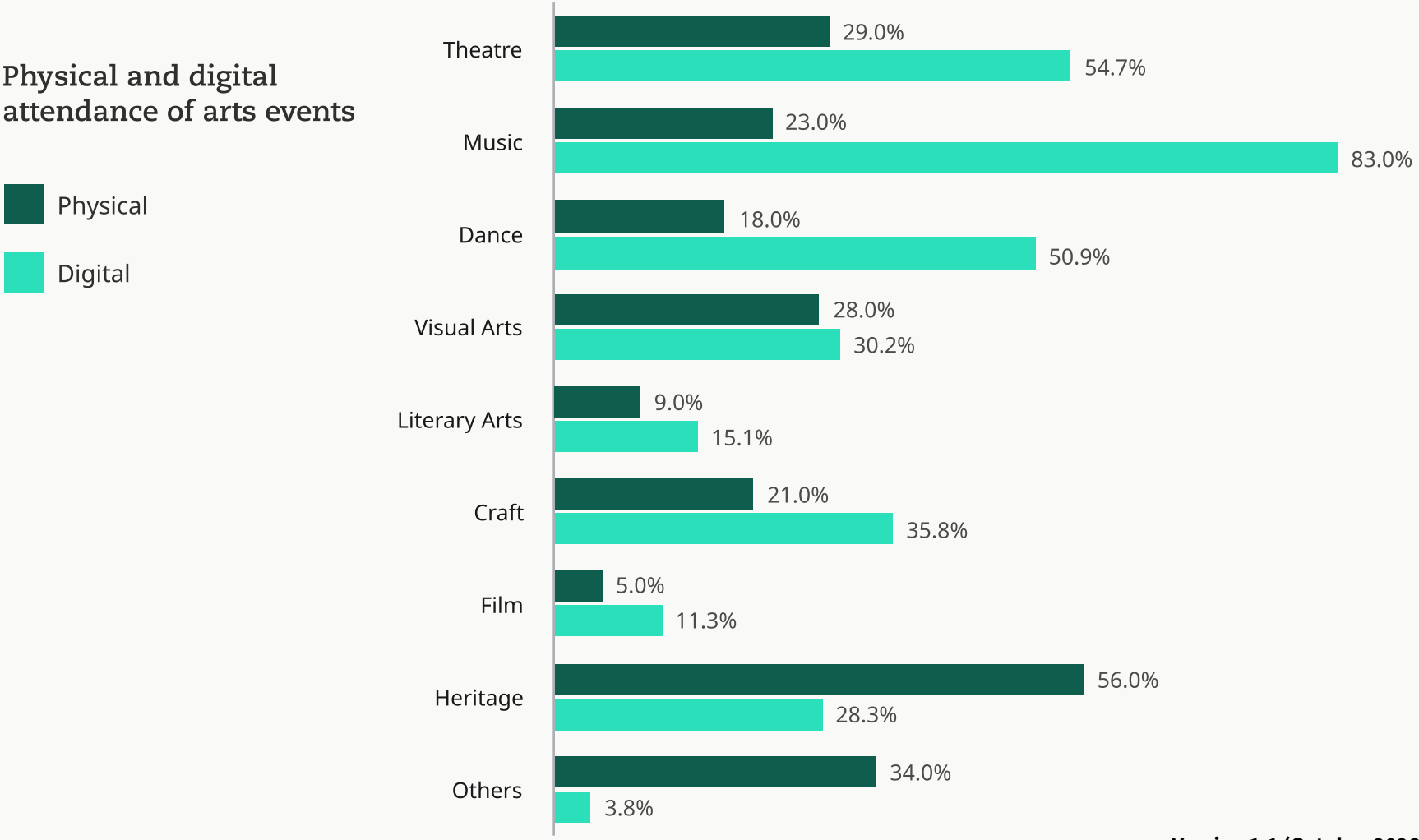
Q: To what extent would you describe your interest in the following genres/types of arts and cultural events and activities?



Culture Seekers Explained

Culture Seekers enjoy attending a variety of arts events in-person, including Theatre, Dance, Visual Arts, Craft and Heritage.

Physical and digital attendance of arts events



Culture Seekers Explained

Their passion for arts and culture drives their attendance behaviours.

General motivations to attendance



Culture Seekers Explained

Family commitments, a general lack of awareness and familiarity of the event and the artists are barriers to attendance.

General barriers to attendance



Culture Seekers
How to Engage

Programming

Culture Seekers are confident and knowledgeable about the arts. They respond well to programmes that reflect their interests and needs, such as those linked to retirement and wellness, as well as those that balance accessibility, discovery, emotional depth and family inclusion. Their preferred programmes have two main elements: a strong inclination to reconnect with personal passions, including interests they may have had to set aside during their parenting years, and cultural experiences that include their families in meaningful experiences.

They will also appreciate experiences that blend familiar narratives with unexpected twists.

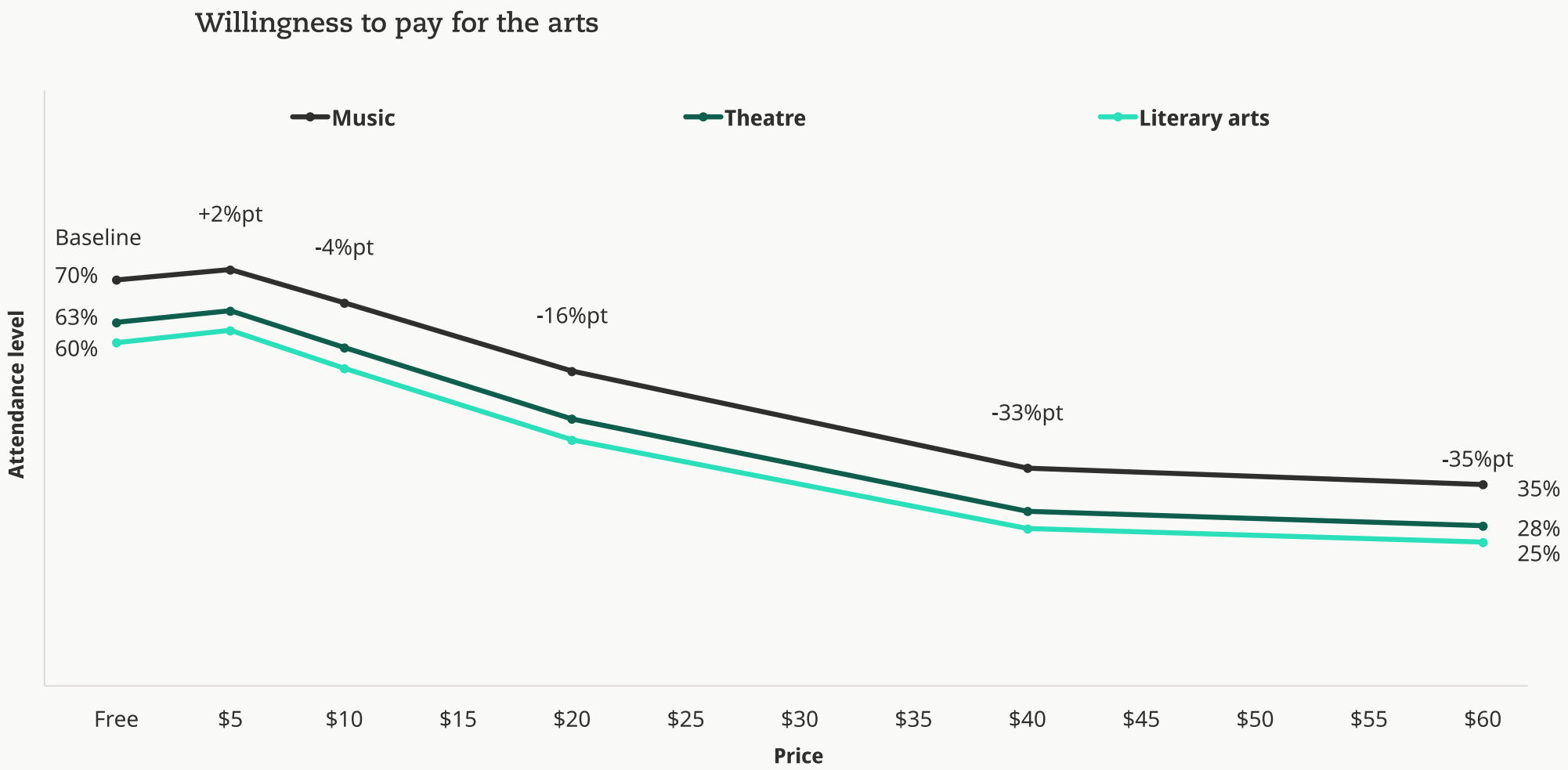
Place & Time

They are likely to prefer events which are closer to home but will make the effort to travel further for special occasions. Short and modular formats are preferred.

Price

Culture Seekers are financially comfortable. Charging a nominal fee of e.g. $5 improves their likeliness to attend compared to a free event as they perceive it as a higher quality offering. However, their willingness to attend drops steeply for paid events charged above $20.

Culture Seekers
How to Engage

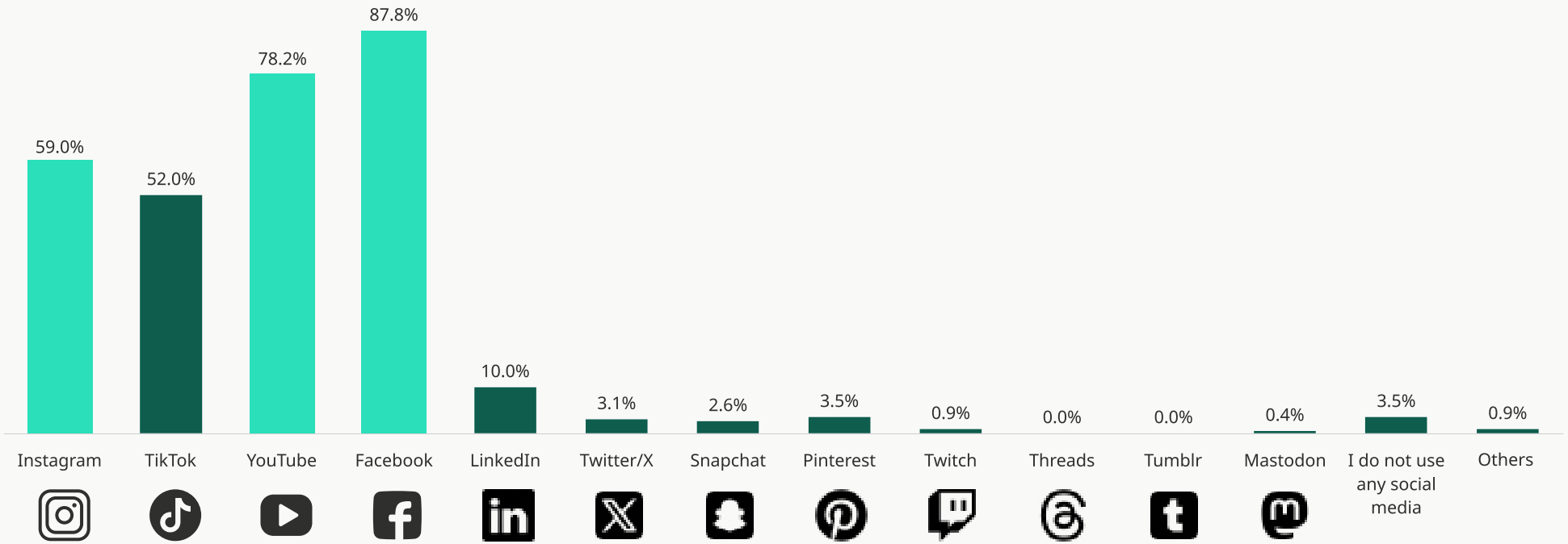


Culture Seekers
How to Engage

Culture Seekers are most likely to use Facebook, significantly more so compared to the rest of the population. More than half also use YouTube, Instagram and TikTok.

Overall usage of social media platforms

Q: Which of the following social media platforms have you used in the past year? Please select all that apply.



Culture Seekers
How to Engage

Communication

Culture Seekers are digitally connected, discerning adults who value relevant, clear and accessible information. As they have busy schedules and family responsibilities, they prefer comprehensive event details upfront so that they can plan in advance and understand what each cultural experience entails.

Facebook is an important channel for this persona — ideal for event updates, family-friendly contents and connections to communities. They appreciate curated event compilations such as 'top 5 family events to attend this month'.

Communication must be straightforward, brief and informative.

Community

They gravitate toward positive, hands-on arts opportunities that offer participatory experiences. As such, considering community elements is important in programme design.

Co-creation

Their deep appreciation for the arts was shaped by early exposure and ongoing participation with their grown-up children. While they are not likely to be experimental creators or full-time practitioners, they are emotionally-invested participants who respond well to meaningful, structured, and socially-enriching co-creative opportunities.

Providing participatory opportunities that combine learning, connection, and a sense of accomplishment is likely to be successful in attracting this persona.

Young Explorers
Summary



Young Explorers are students who are highly engaged with the arts. They are digitally-savvy individuals who look to the arts to take a break from academic stressors and view it as an important part of their identity.

Creative, socially motivated and connected, they have strong prospects for arts engagement, especially for innovative, interactive and contemporary programmes.

4% of the population

3/12 Engagement rank

Students

97% are 15 - 24 years old

Age Range

- **62%** 15 - 19 years old
- **35%** 20 - 24 years old
- **4%** 25 - 29 years old

82% physically healthy

84% have attended physically

50% interest

(% who strongly agree or agree that they are interested in the arts)

88% have attended digitally

Young Explorers
Arts & Heritage Location Visitation Patterns

Young Explorers are the persona most likely to visit Orchard and Bras Basah Bugis. A significant proportion of them visit these areas at least once a week.

Q: How many days per week do you visit each of the following areas?

Orchard
Visited at least once: **56%**
Only 1 day: **30%**
Between 2 - 4 days: **23%**
Between 5 - 7 days: **3%**

River Valley
Visited at least once: **8%**
Only 1 day: **6%**
Between 2 - 4 days: **2%**
Between 5 - 7 days: **0%**

Chinatown
Visited at least once **15%**
Only 1 day: **9%**
Between 2 - 4 days: **4%**
Between 5 - 7 days: **2%**



Kampong Glam
Visited at least once: **11%**
Only 1 day: **9%**
Between 2 - 4 days: **1%**
Between 5 - 7 days: **1%**

Bras Basah Bugis
Visited at least once: **56%**
Only 1 day: **33%**
Between 2 - 4 days: **18%**
Between 5 - 7 days: **5%**

Civic District
Visited at least once: **17%**
Only 1 day: **8%**
Between 2 - 4 days: **7%**
Between 5 - 7 days: **2%**

Young Explorers Explained

Life stage, Lifestyle & Profile

They are students who engage in a wide range of activities. As the arts and culture were important parts of their upbringing, they are familiar and comfortable with what the arts has to offer. They are physically healthy, but display the lowest level of life satisfaction of all the personas. Many will pursue arts as part of their studies and thus, look out for a variety of meaningful cultural pursuits, alongside opportunities to take a break from academic pressures.

Dislikes & Barriers

These regular arts-goers dislike being talked down to, even though some feel they do not know enough about specific artists, genres or styles. They are also particularly price-conscious.

Likes & Motivations

As frequent attenders of the arts, they are interested in a wide range of artforms, with pop-rock-indie, street arts, theatre and dance being the popular ones.

Compared to other personas, they are more likely to engage with the arts online, especially music, visual, literary arts and film events. They are drawn to immersive, participatory and social experiences, particularly those that integrate with their use of social media.

They also demonstrate strong cultural awareness and readily notice creative designs that beautify their neighbourhoods.

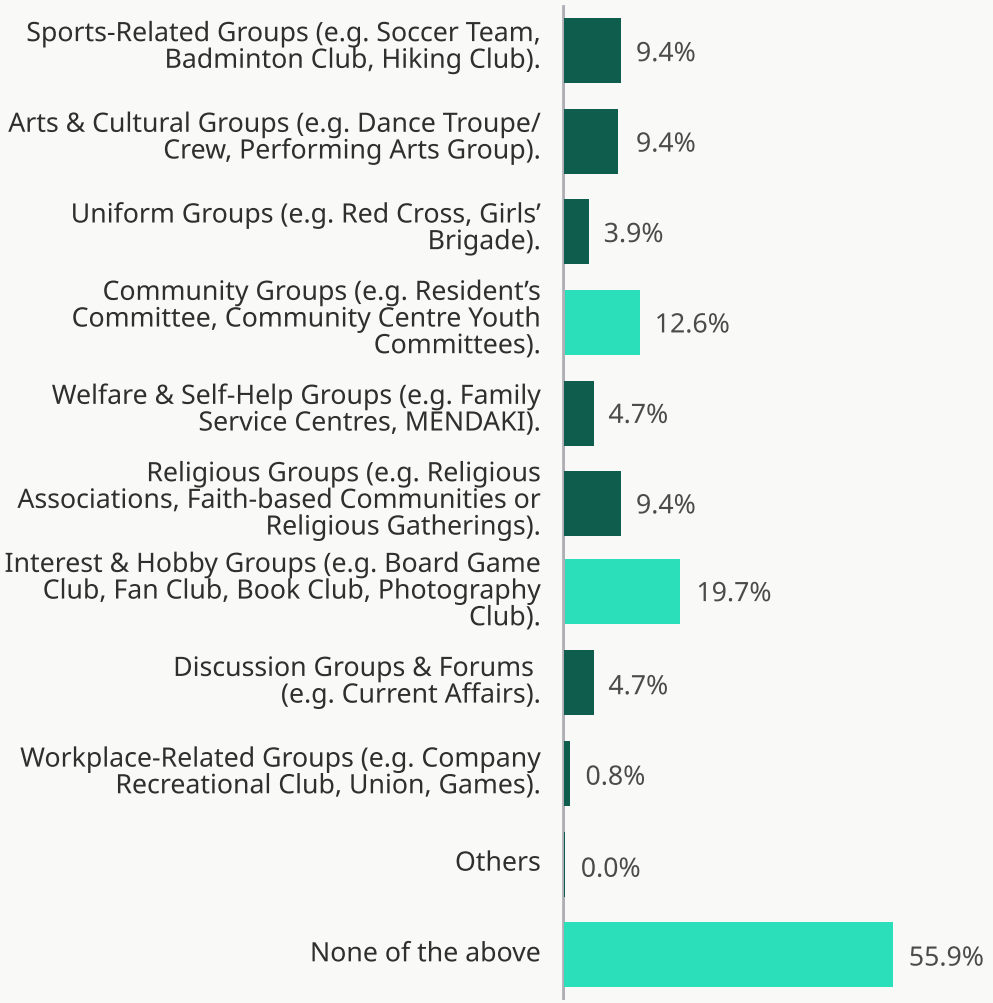
> "I am interested in trying pottery classes. I also like to start new hobbies that complement my lifestyle and expand my range of activities purely out of curiosity."

Young Explorers Explained

Young Explorers are significantly more likely to participate in social groups, including interest and hobby groups, arts and cultural groups, and community groups.

% Participation in social groups

Q: Which of the following social groups have you been involved in during the last 12 months?

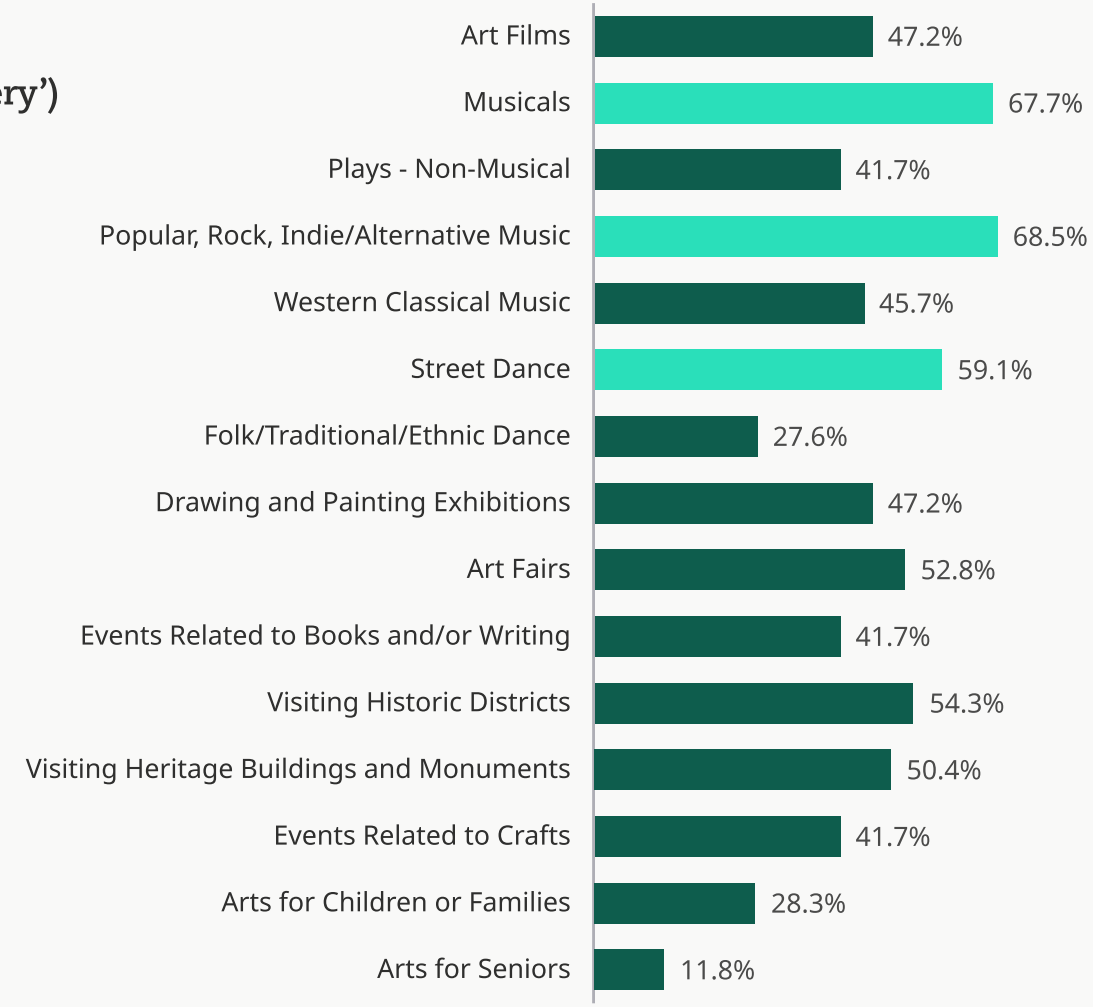


Young Explorers Explained

Of the sub-genres, musicals, popular music and street dance are of particular interest to them.

Interest in artforms (% 'Quite' or 'Very')

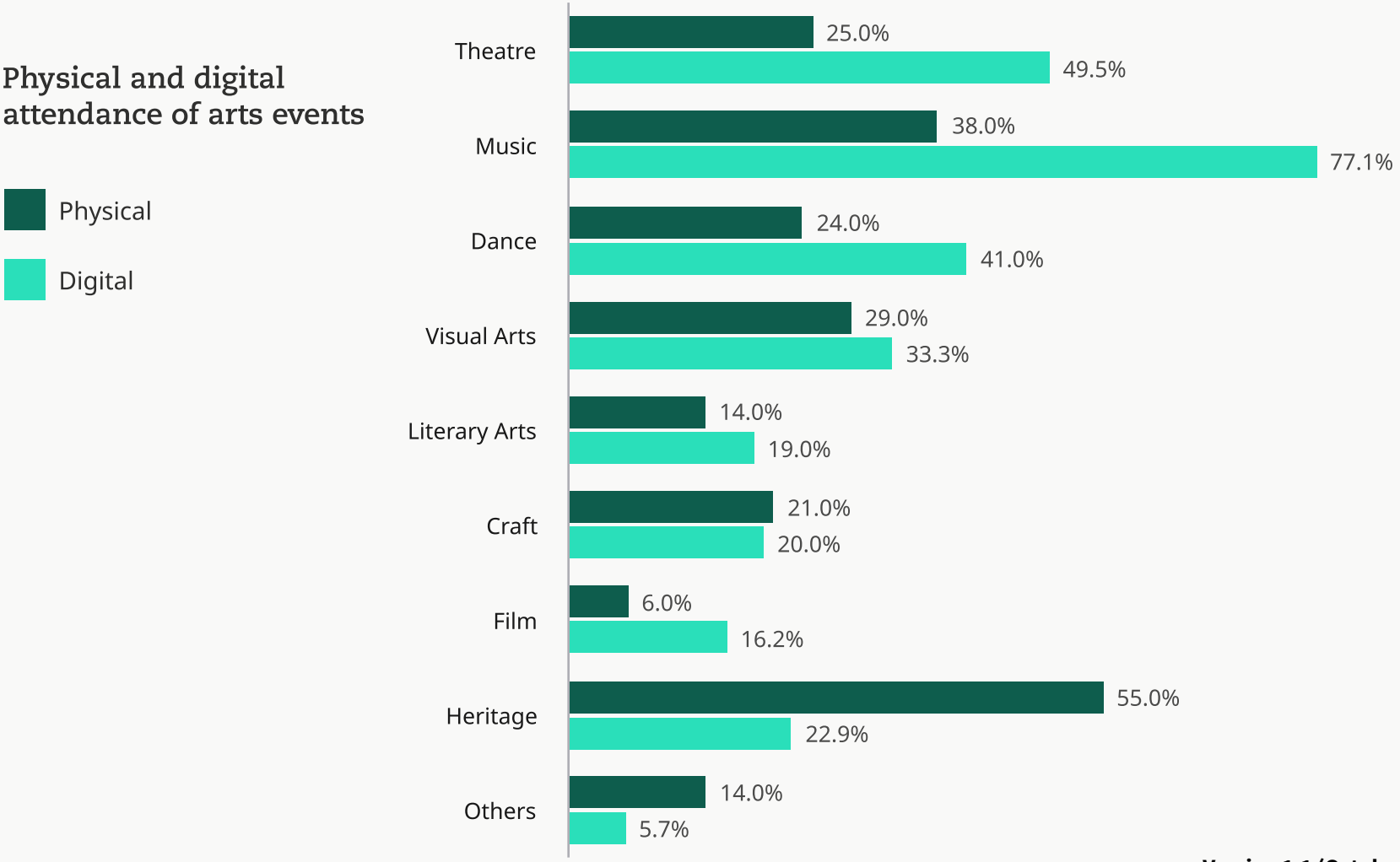
Q: To what extent would you describe your interest in the following genres/types of arts and cultural events and activities?



Young Explorers Explained

They enjoy in-person heritage events and online music events, and are more likely to have digitally attended visual and literary arts events. They also tend to prefer attending film events online rather than physically.

Physical and digital attendance of arts events



Young Explorers Explained

Young Explorers are keen to attend arts events because they find it enjoyable and are often motivated to see a particular artist's work.

General motivations to attendance



Young Explorers Explained

The biggest barrier to attendance for Young Explorers is unfamiliarity with the artists.

General barriers to attendance



Young Explorers
How to Engage

Programming

Young Explorers are open to and interested in many different types of art, leaning towards the contemporary but still preferring to choose the familiar ones. On a continuous educational journey, arts education programmes may appeal to them. They also respond well to innovative programmes featuring mixed artforms or unexpected combinations.

This persona values immersive, gamified experiences that offer engaging participation opportunities such as seeking out hidden elements, clever design nods and out-of-home installations. As active digital consumers, they are receptive to digital and hybrid formats that blend physical and online experiences.

Place & Time

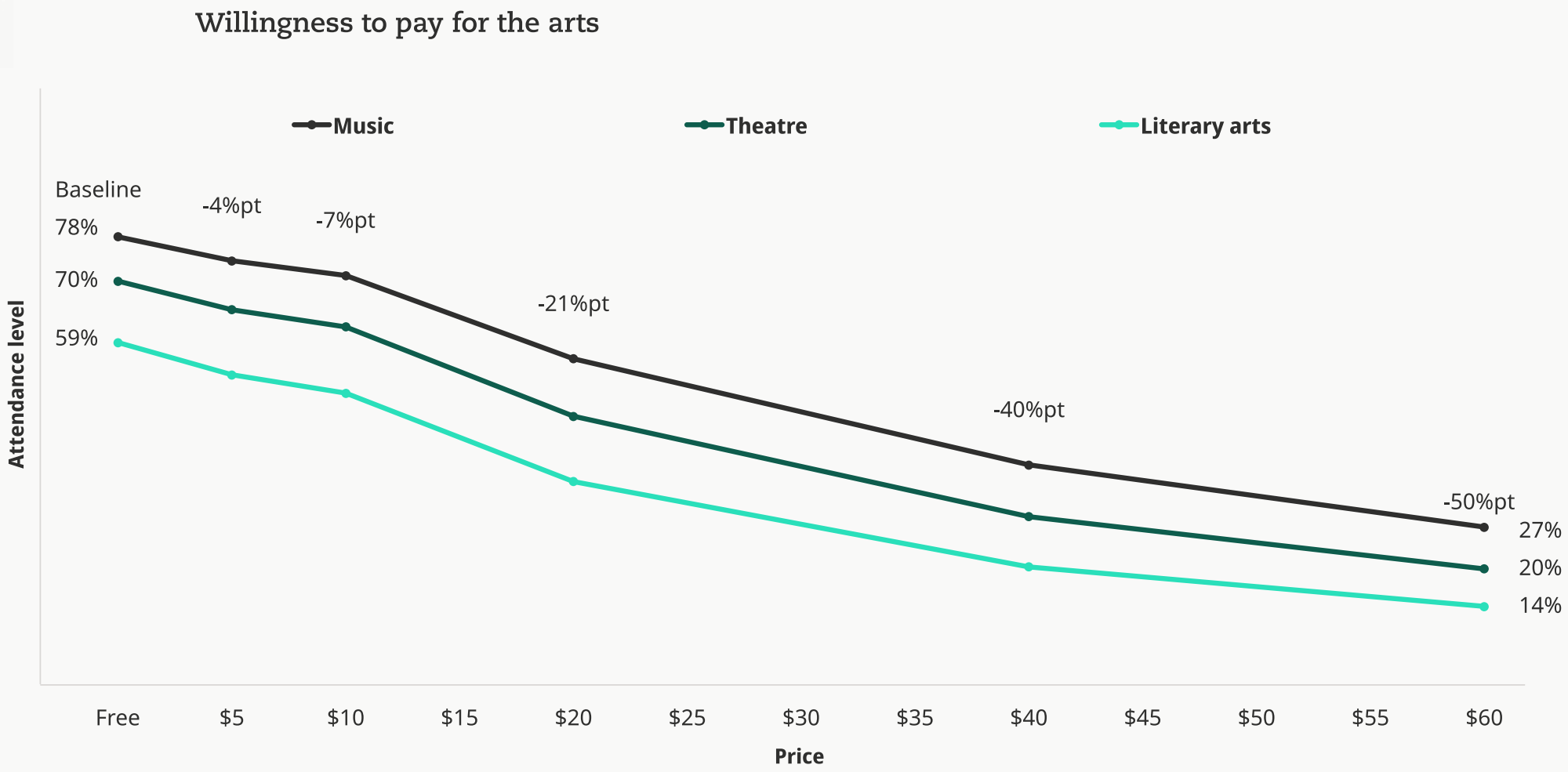
As one of the more sociable personas, programmes that create a 'good vibe' and offer a place to 'hang out' could be an important draw to attract these individuals to attend arts events. Aesthetics and presentations are important considerations.

They value spontaneity and flexibility, and thus, programmes that allow them to attend at short notice are preferred. Their school terms and exam schedules throughout the year are also important considerations.

Price

For Young Explorers, price matters — over $20 for a ticket is considered expensive. They may be receptive to student and group discounts to tickets, merchandise, food and drinks.

Young Explorers
How to Engage

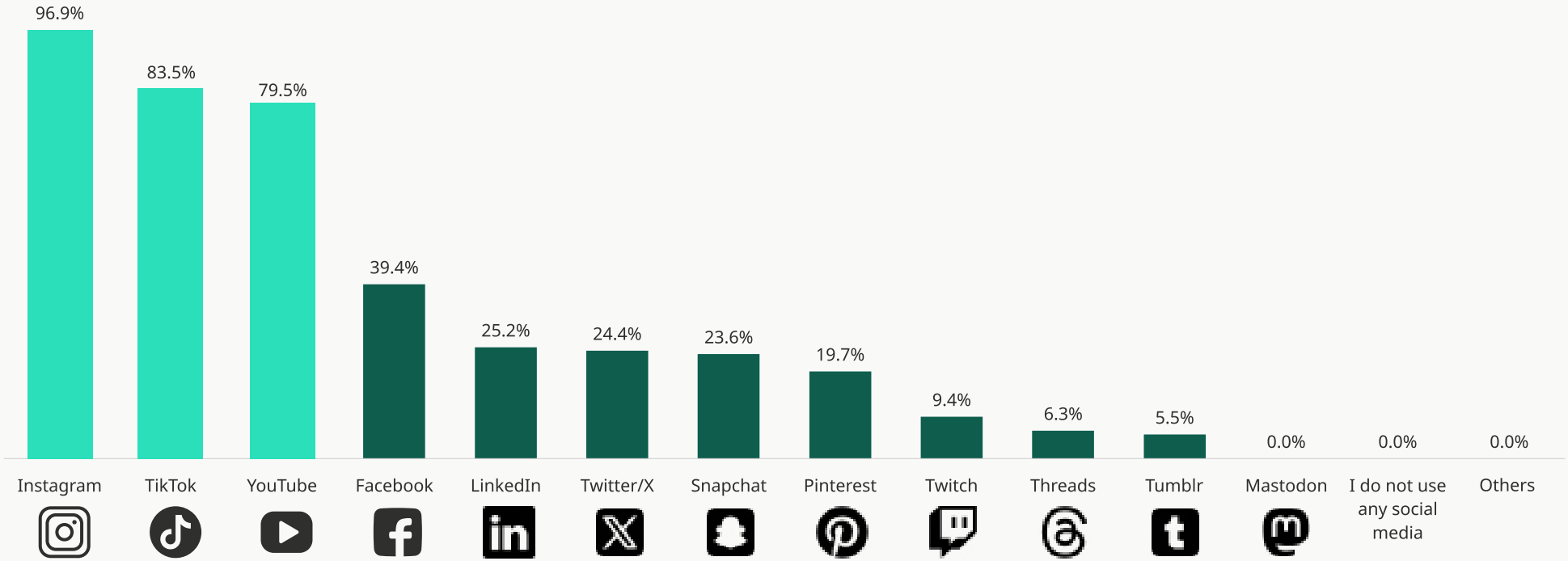


Young Explorers
How to Engage

As digital natives, Young Explorers are frequent users of social media, especially Instagram and TikTok.

Overall usage of social media platforms

Q: Which of the following social media platforms have you used in the past year? Please select all that apply.



Young Explorers
How to Engage

Communication

Young Explorers love technology and are heavy users of social media. They are always on the lookout for shareable, visually-stunning contents on platforms such as Instagram and TikTok. Therefore communication with this persona needs to be highly visual rather than text-heavy. Their interest in games also presents a viable way of engaging this persona, with gamified content likely to appeal to them.

While enthusiastic about the arts, they are not always well-informed and need clear messaging that avoids industry jargon or exclusive arts terminology.

Community

Young Explorers are well-connected. Partnering with their school societies, interest groups and community clubs will be a good way to establish a relationship with them. You could also help them “find their tribe” by providing a platform for community building such as a film club.

Co-creation

Aware of their own creativity, Young Explorers welcome opportunities to demonstrate their talents through competitions, collaborative games and active participation. They seek enjoyment, positive affirmation, and are looking to build their knowledge and confidence.

Facing academic pressures and stresses, they value self-care. This may be achieved by providing opportunities for low-risk involvement in activities that combine physical and mental engagement, and contribute to overall wellbeing and life satisfaction.

Supportive Parents
Summary



Supportive Parents are involved parents who care about their children's growth and they are highly engaged in the arts. They attend diverse arts events that combine family time with learning, believing strongly in the benefits of the arts.

Their attendance depends heavily on practical considerations like timing, location and cost. Effective engagement strategies should feature family-inclusive programming that emphasises child development benefits and involves both parent and child.

5% of the population

4/12 Engagement rank

Adults with young children (less than 12 years old)

82% are 30 - 44 years old

Age Range

- **4%** 25 - 29 years old
- **26%** 30 - 34 years old
- **31%** 35 - 39 years old
- **25%** 40 - 44 years old
- **10%** 45 - 49 years old

80% physically healthy

47% interest

(% who strongly agree or agree that they are interested in the arts)

79% have attended physically

81% have attended digitally

Supportive Parents
Arts & Heritage Location Visitation Patterns

Supportive Parents frequently visit Orchard, Chinatown and Bras Basah Bugis each week, with approximately 4 in 10 visiting these locations regularly.

Q: How many days per week do you visit each of the following areas?

Orchard
Visited at least once: **42%**
Only 1 day: **24%**
Between 2 - 4 days: **11%**
Between 5 - 7 days: **7%**

River Valley
Visited at least once: **10%**
Only 1 day: **4%**
Between 2 - 4 days: **3%**
Between 5 - 7 days: **3%**

Chinatown
Visited at least once **36%**
Only 1 day: **19%**
Between 2 - 4 days: **14%**
Between 5 - 7 days: **3%**



Kampong Glam
Visited at least once: **20%**
Only 1 day: **12%**
Between 2 - 4 days: **5%**
Between 5 - 7 days: **3%**

Bras Basah Bugis
Visited at least once: **33%**
Only 1 day: **23%**
Between 2 - 4 days: **7%**
Between 5 - 7 days: **3%**

Civic District
Visited at least once: **25%**
Only 1 day: **15%**
Between 2 - 4 days: **7%**
Between 5 - 7 days: **3%**

Supportive Parents Explained

Life stage, Lifestyle & Profile

Supportive Parents are predominantly in the early parenting stage, caring for young children. Their day-to-day priorities revolve around their children's development, wellbeing, and education. They lead busy, time-constrained lives while balancing work, self-care, and parenting.

Highly organised, their role as parents drives most of their decisions and spendings.

Likes & Motivations

They care deeply about their child's education and believe that the arts are good for them, even if they are not personally interested in the arts. They favour musicals, family-oriented arts events, craft and visual arts experiences, consistently seeking events that will be enjoyable and offer creative opportunities for their children.

Dislikes & Barriers

While this group attends arts events frequently, they are easily deterred if events do not consider their children's needs. They are unlikely to attend programmes that lack child-friendly content or facilities, focus on abstract themes without clear relevance to parenting or child development, or require attendance without their children (unless there is strong personal motivation, which is rare).

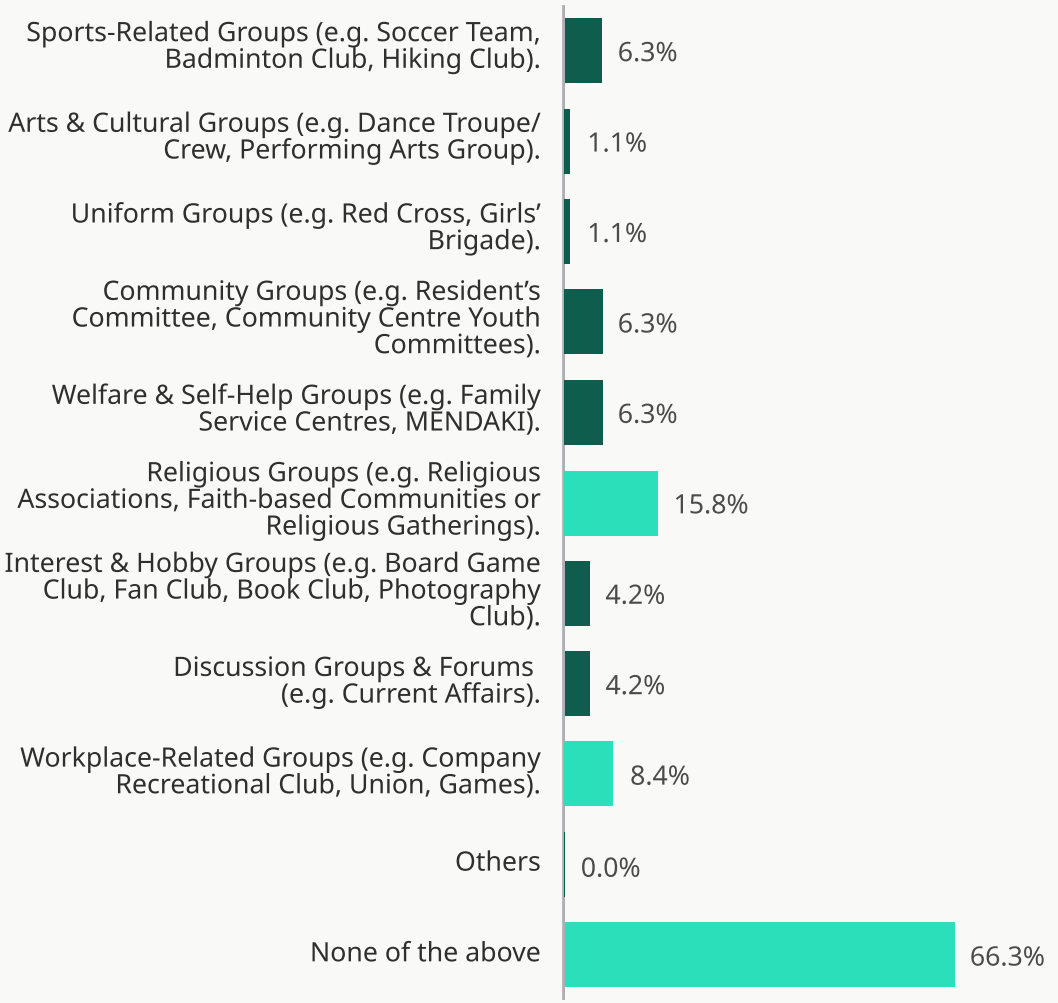
> "If it sparks my child's imagination or helps them learn something new, we're there. It is not really about me – it is about giving them the chance to grow through creativity.

Supportive Parents Explained

Given their busy schedules, Supportive Parents are not actively engaged in social groups.

% Participation in social groups

Q: Which of the following social groups have you been involved in during the last 12 months?

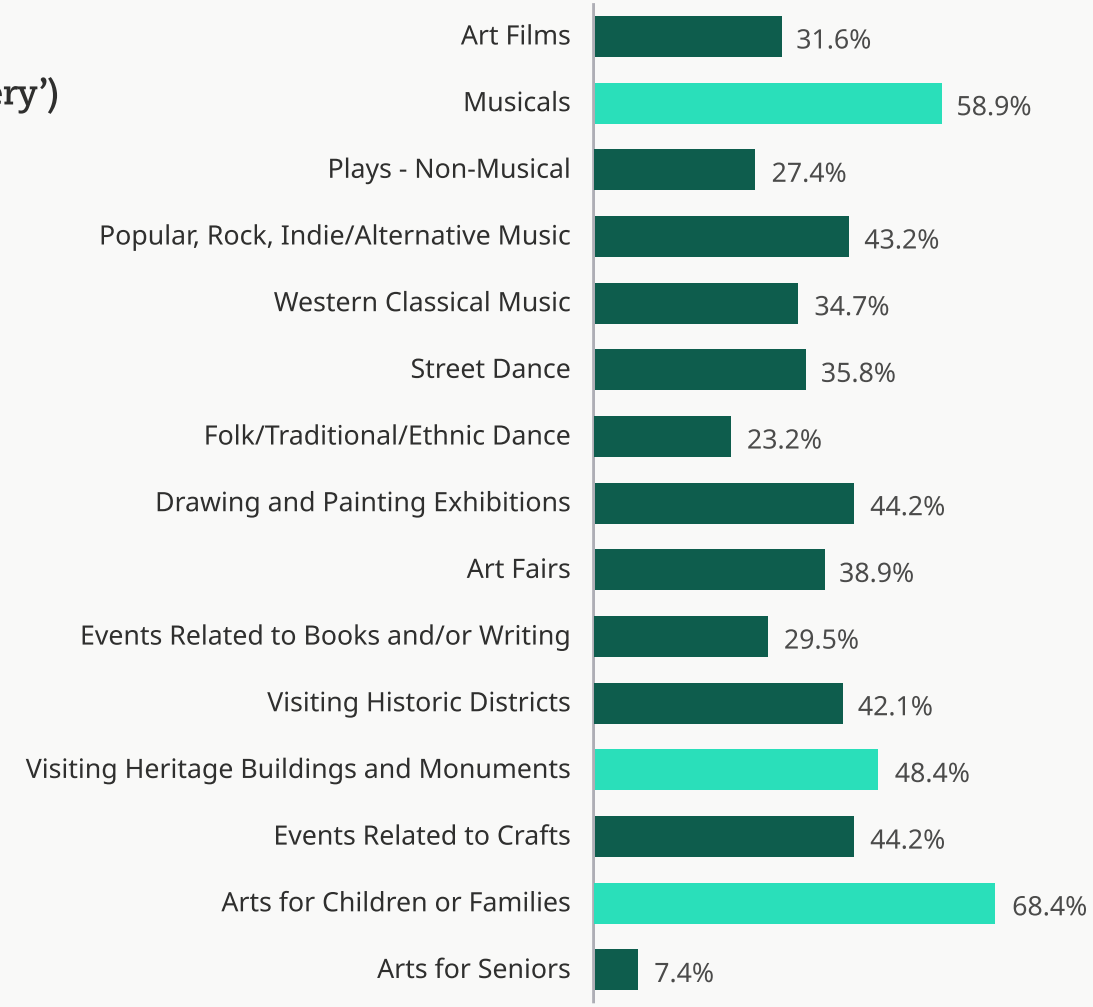


Supportive Parents Explained

Supportive Parents do not have much personal interest in the arts but show strong interest in arts programmes for children and families.

Interest in artforms (% 'Quite' or 'Very')

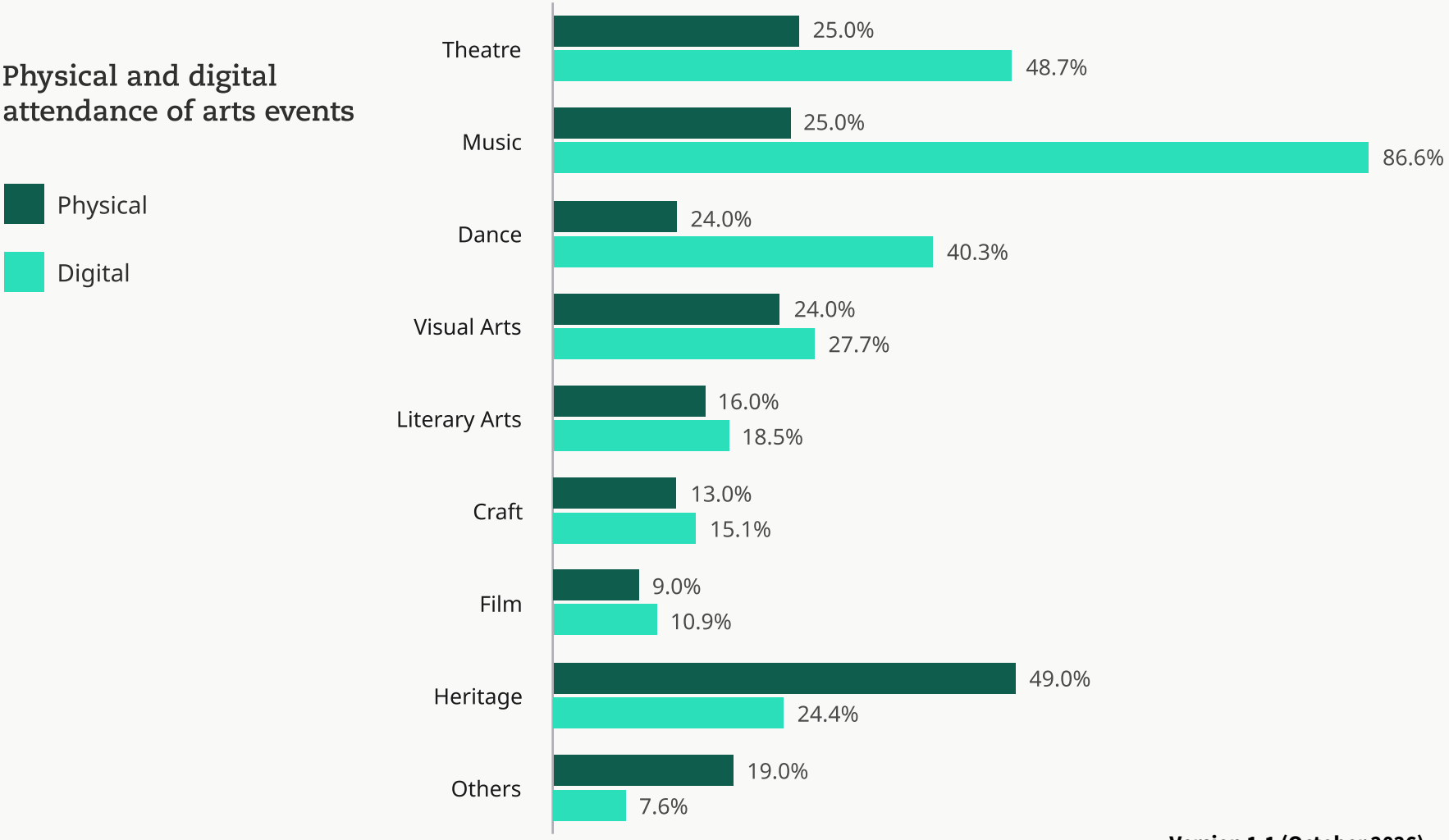
Q: To what extent would you describe your interest in the following genres/types of arts and cultural events and activities?



Supportive Parents Explained

Supportive Parents are more likely to attend literary arts events.

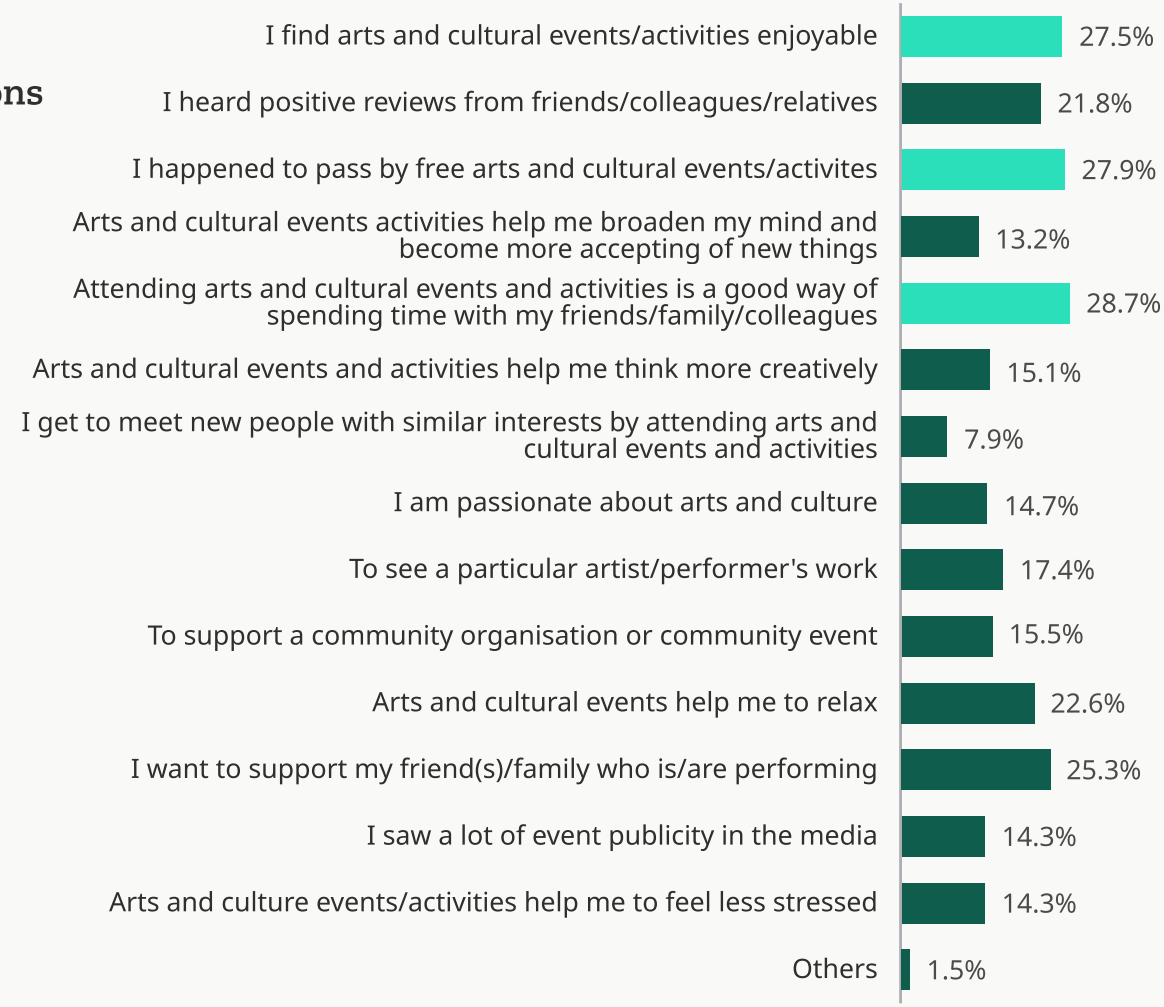
Physical and digital attendance of arts events



Supportive Parents Explained

Supportive Parents cite various motivations for attendance, but they are primarily motivated by the opportunity to spend time with friends and family.

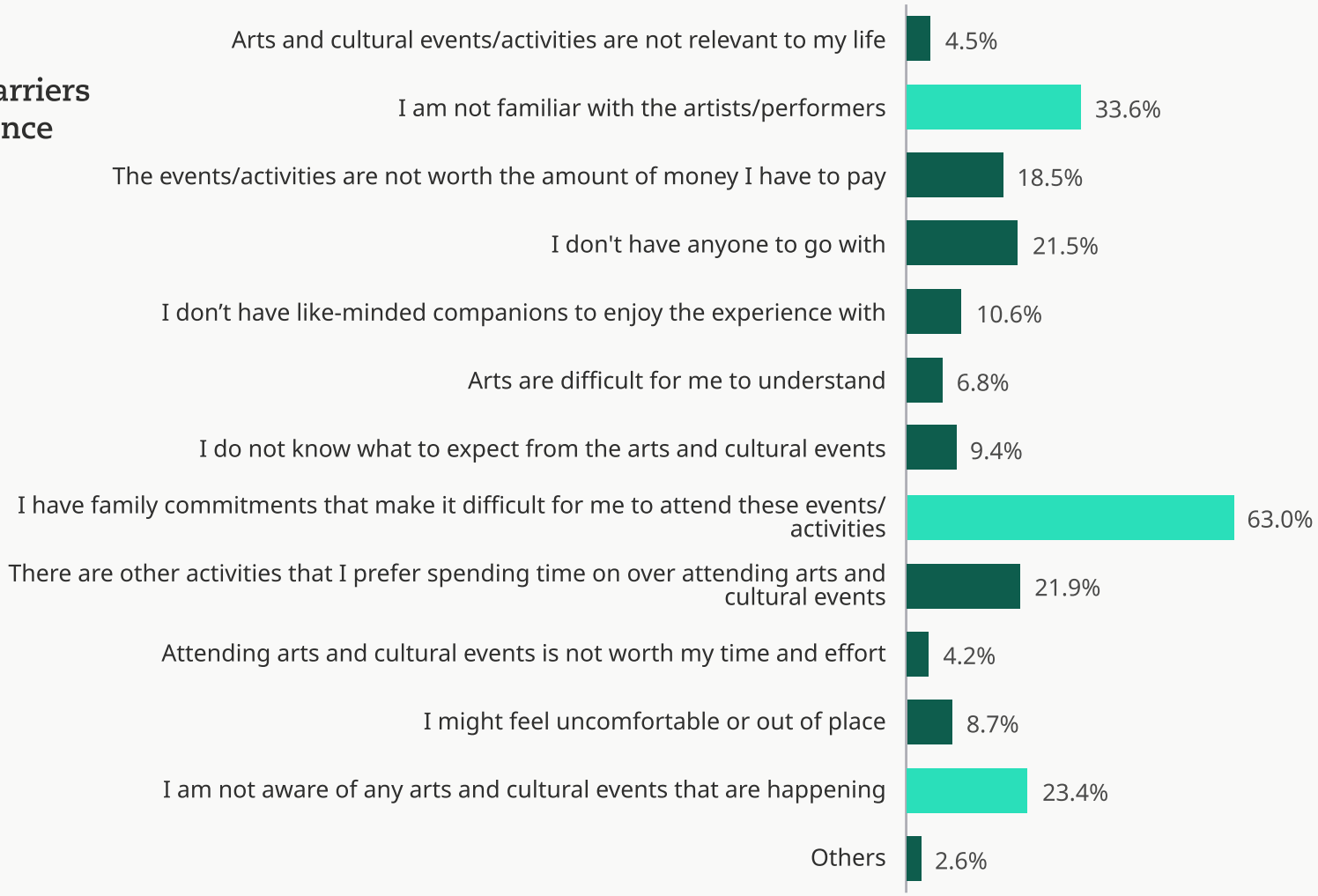
General motivations to attendance



Supportive Parents Explained

Their key barrier to attendance is family commitments.

General barriers to attendance



Supportive Parents
How to Engage

Programming

Supportive Parents prefer experiences that combine child development, family bonding, affordability and convenience. Programming must centre on their children while acknowledging parental needs. Examples include interactive, hands-on activities for children and performances or exhibitions with child-friendly narratives, such as puppet shows or musicals. They also favour programming clearly highlights cognitive or emotional benefits for their child's development.

Place & Time

This persona highly values settings that allow children to explore and play safely, while also engaging with cultural content. These may take place in parks, playgrounds and public spaces or in child-friendly malls.

They are willing to drive to arts events but require good nearby parking facilities.

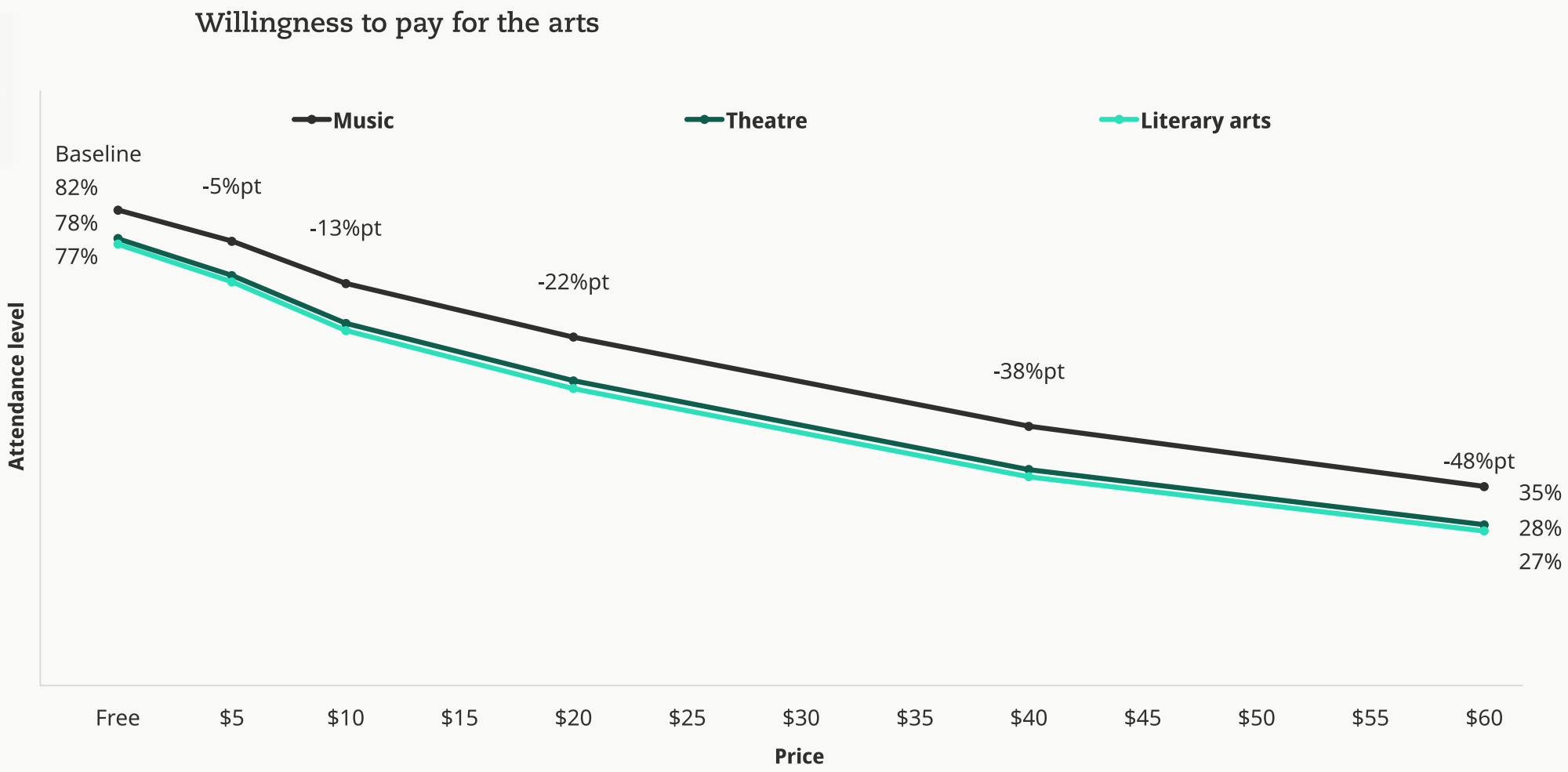
Event timings should consider children's schedules, for instance, avoiding sleep or mealtimes.

Weekends are preferred, as the parents can accompany their children to these events.

Price

Supportive Parents are sensitive to prices and will evaluate the costs and benefits before committing to purchase. With financial planning centred on their family, spending on arts events must be justifiable as even modest ticket prices ($10) may reduce their willingness to attend. High entrance fees ($60 or more) may also impact attendance. They may respond well to free events and family bundle deals.

Supportive Parents
How to Engage

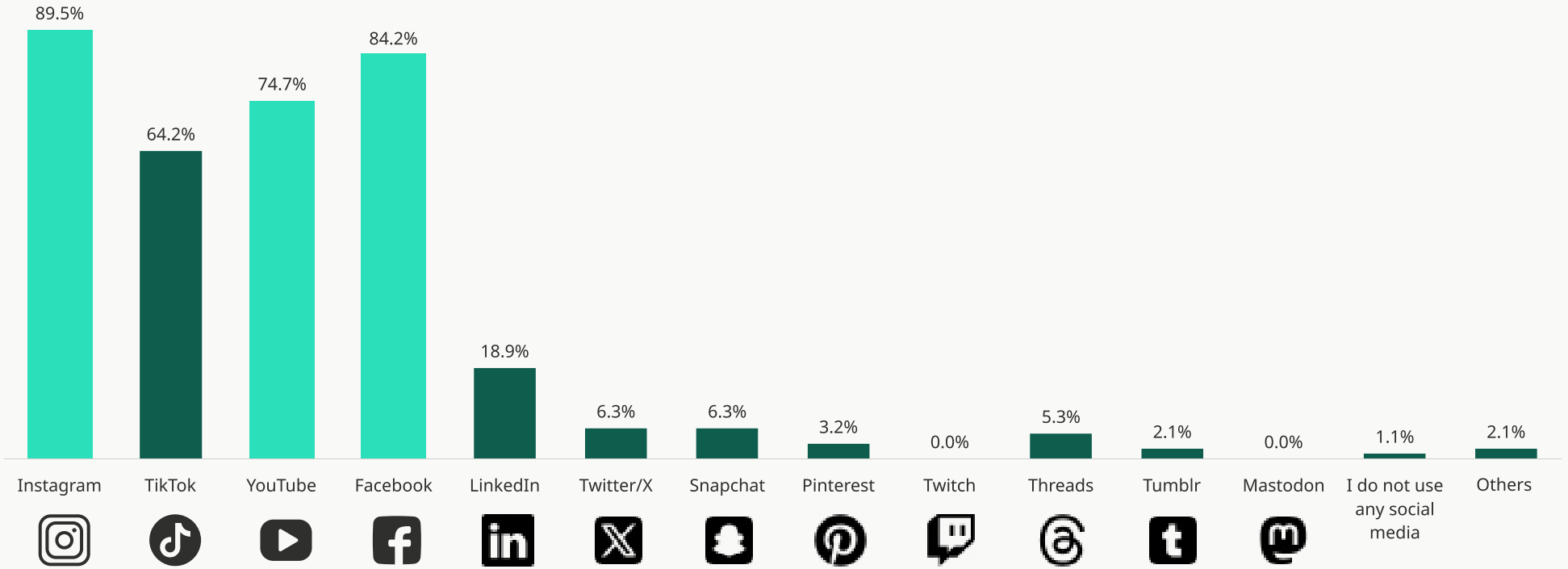


Supportive Parents
How to Engage

The majority of Supportive Parents use social media, especially Instagram and Facebook.

Overall usage of social media platforms

Q: Which of the following social media platforms have you used in the past year? Please select all that apply.



Supportive Parents
How to Engage

Communication

As highly selective arts attenders, communication must emphasise how events are affordable, child-focused, convenient and relevant to parenting. While Instagram and Facebook are key communication channels, they can also be reached via parenting groups, WhatsApp circles and school communication networks.

They respond to emotive language that aligns with their identity as caring, conscientious parents. Messaging that highlights developmental benefits for their children upfront will appeal.

It is important that you provide clear and detailed information upfront, including appropriate age groups and available facilities for events.

Community

This persona is community-oriented, particularly regarding their children's social interactions. They perceive significant benefits from children playing together in social settings, making events that bring both children and parents together highly attractive. Parenting networks that offer shared learning can help to widen your reach.

Co-creation

Supportive Parents embrace co-creation when positioned as parent-child developmental opportunities rather than self-directed creative pursuits. The perceived developmental value for children and the quality of shared experiences make such activities appealing.

Co-creation should be low-stress and family-oriented, emphasising fun and enriching experiences over artistic mastery. Opportunities for children to showcase their work will be particularly welcomed.

Carefree Explorers
Summary



Culturally engaged, they enjoy a comfortable financial position with more free time, making them a strategic priority for arts engagement.

9% of the population

5/12 Engagement rank

Having grown up with the arts, Carefree Explorers view the arts as part of a range of leisure options for themselves. They are less likely to travel for arts events and prefer activities that are located near their homes. With music as their primary interest, they typically attend one theatre or music event annually, usually prompted by chance encounters or social influences such as supporting friends or discovering events spontaneously.

Adults with no children

55% are 25 - 39 years old

Age Range

- **8%** 20 - 24 years old
- **25%** 25 - 29 years old
- **18%** 30 - 34 years old
- **12%** 35 - 39 years old
- **8%** 40 - 44 years old
- **6%** 45 - 49 years old
- **8%** 50 - 54 years old
- **7%** 54 - 59 years old
- **7%** 60 - 64 years old



72% physically healthy



72% have attended physically



43% interest

(% who strongly agree or agree that they are interested in the arts)



79% have attended digitally

Carefree Explorers
Arts & Heritage Location Visitation Patterns

While Carefree Explorers are mainly employed, they do not frequently visit areas known for arts and heritage.

Q: How many days per week do you visit each of the following areas?



Orchard
Visited at least once: **23%**
Only 1 day: **16%**
Between 2 - 4 days: **4%**
Between 5 - 7 days: **3%**

River Valley
Visited at least once: **8%**
Only 1 day: **4%**
Between 2 - 4 days: **3%**
Between 5 - 7 days: **1%**

Chinatown
Visited at least once **25%**
Only 1 day: **16%**
Between 2 - 4 days: **5%**
Between 5 - 7 days: **4%**

Kampong Glam
Visited at least once: **5%**
Only 1 day: **1%**
Between 2 - 4 days: **4%**
Between 5 - 7 days: **0%**

Bras Basah Bugis
Visited at least once: **14%**
Only 1 day: **5%**
Between 2 - 4 days: **8%**
Between 5 - 7 days: **1%**

Civic District
Visited at least once: **12%**
Only 1 day: **4%**
Between 2 - 4 days: **3%**
Between 5 - 7 days: **5%**

Carefree Explorers Explained

Life stage, Lifestyle & Profile

Carefree Explorers are in a distinct life-stage that affords them greater time autonomy. They are typically young to mid-adult individuals who are employed and enjoy a degree of lifestyle flexibility. They have more purchasing power and therefore are less price sensitive. Their current phase of life emphasises personal fulfilment, social engagement, and the exploration of leisure pursuits. They value work-life balance, physical wellness, and quality of life.

They tend to prefer passive or solo experiences and are typically driven by chance encounters.

> If I happen to walk by something interesting, I will check it out. A chill music gig near my place is perfect, especially if I can grab a drink and unwind with friends.

Likes & Motivations

They are drawn to accessible, low-pressure events. Music is their preferred artform because it feels familiar and enjoyable, without requiring deep artistic knowledge. Theatre represents a possible area for development if key motivations such as entertainment, relaxed and casual engagement are emphasised.

Dislikes & Barriers

While they are art enthusiasts, they are not arts connoisseurs and can be easily deterred if events feel demanding, inaccessible or irrelevant. They avoid events that require extensive prior knowledge, seem highbrow or niche, and are likely to opt out of anything that feels 'not for them'.

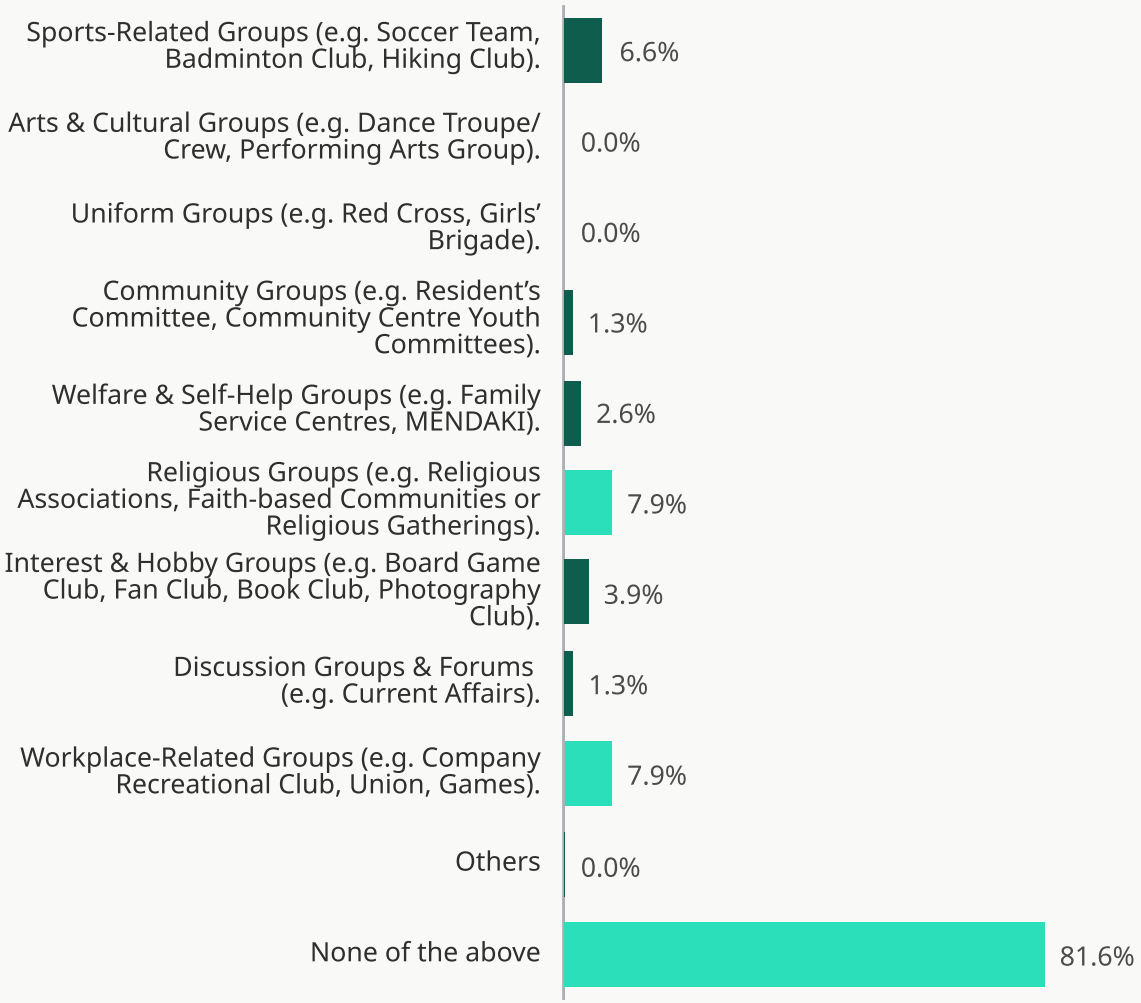
They are also not embedded in arts networks and often remain unaware of arts events unless deliberately informed and invited socially. Although not particularly price-sensitive, they consider value for money a key factor in attendance and prefer events closer to home, avoiding long commutes.

Carefree Explorers Explained

Carefree Explorers are unlikely to participate in organised social groups.

% Participation in social groups

Q: Which of the following social groups have you been involved in during the last 12 months?

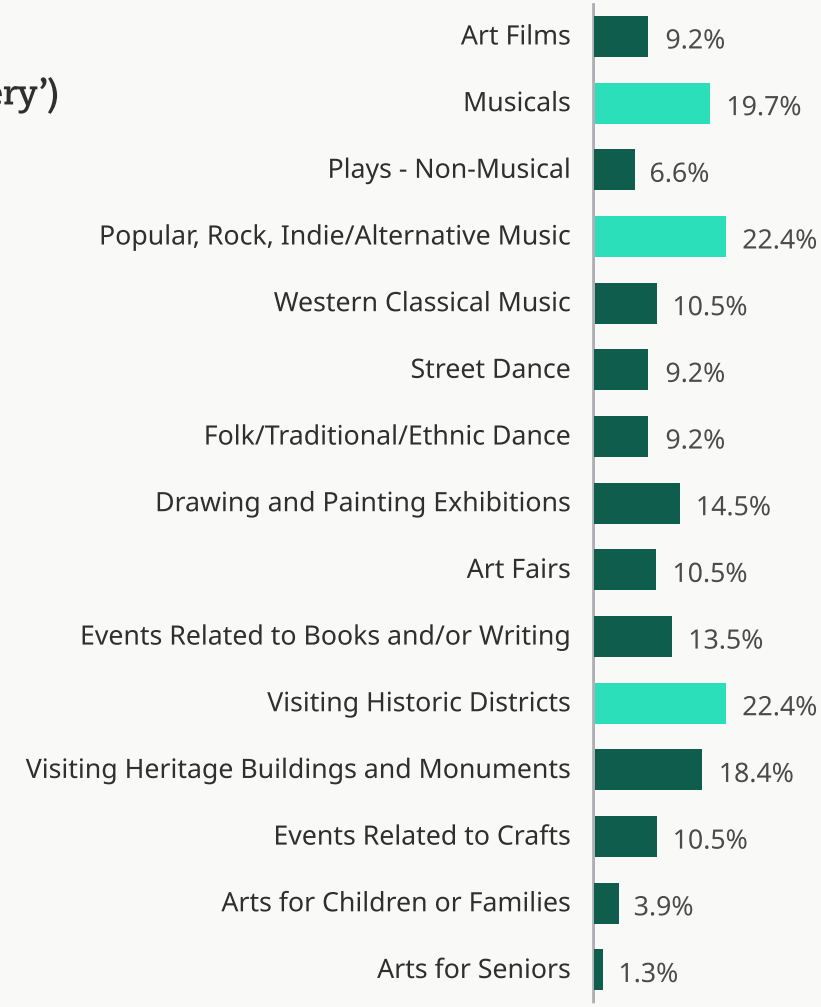


Carefree Explorers Explained

Given they are less familiar with different artforms than some of their more engaged peers, their interest in all artforms is generally low.

Interest in artforms (% 'Quite' or 'Very')

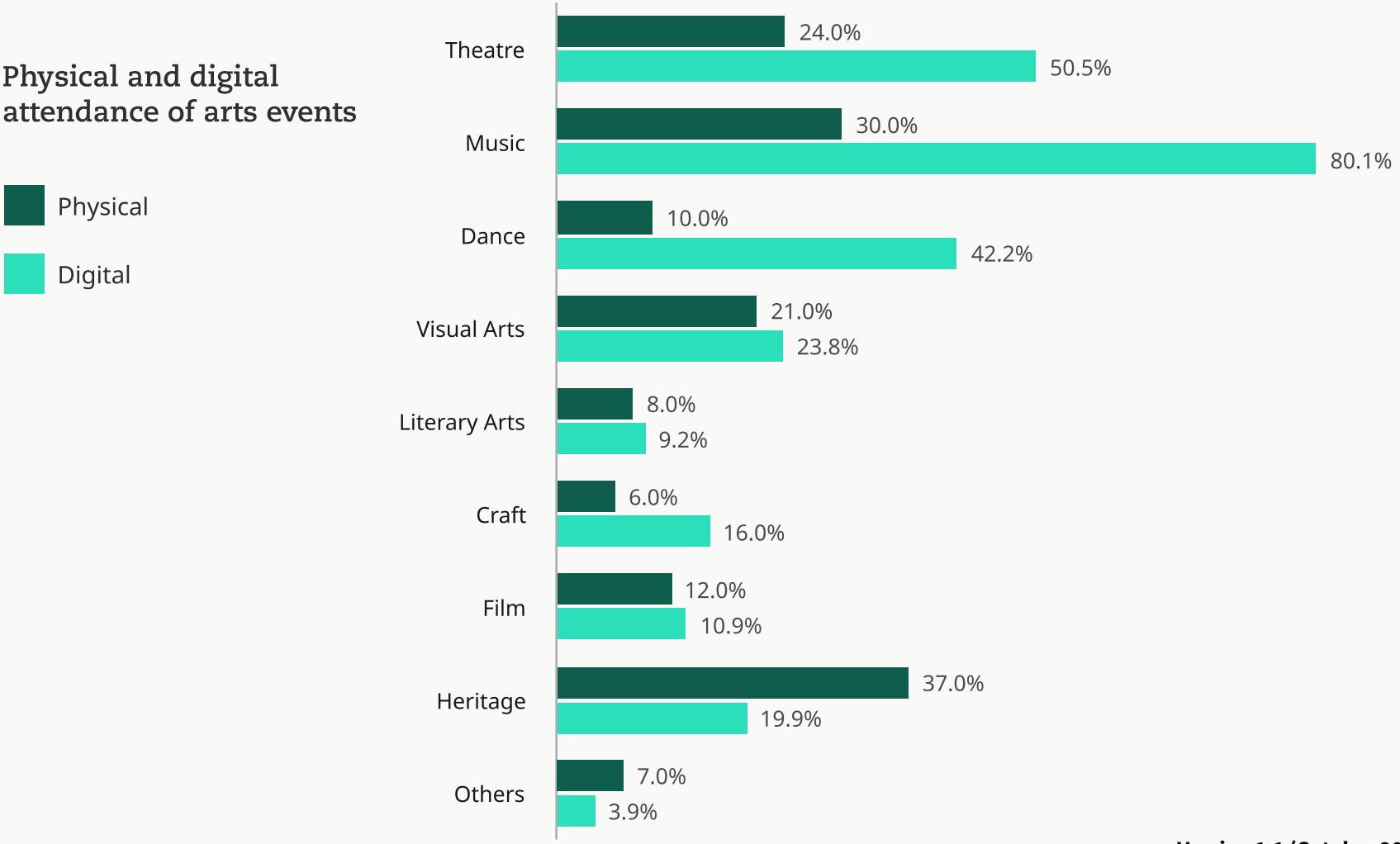
Q: To what extent would you describe your interest in the following genres/types of arts and cultural events and activities?



Carefree Explorers Explained

Carefree Explorers prefer heritage, music and theatre artforms.

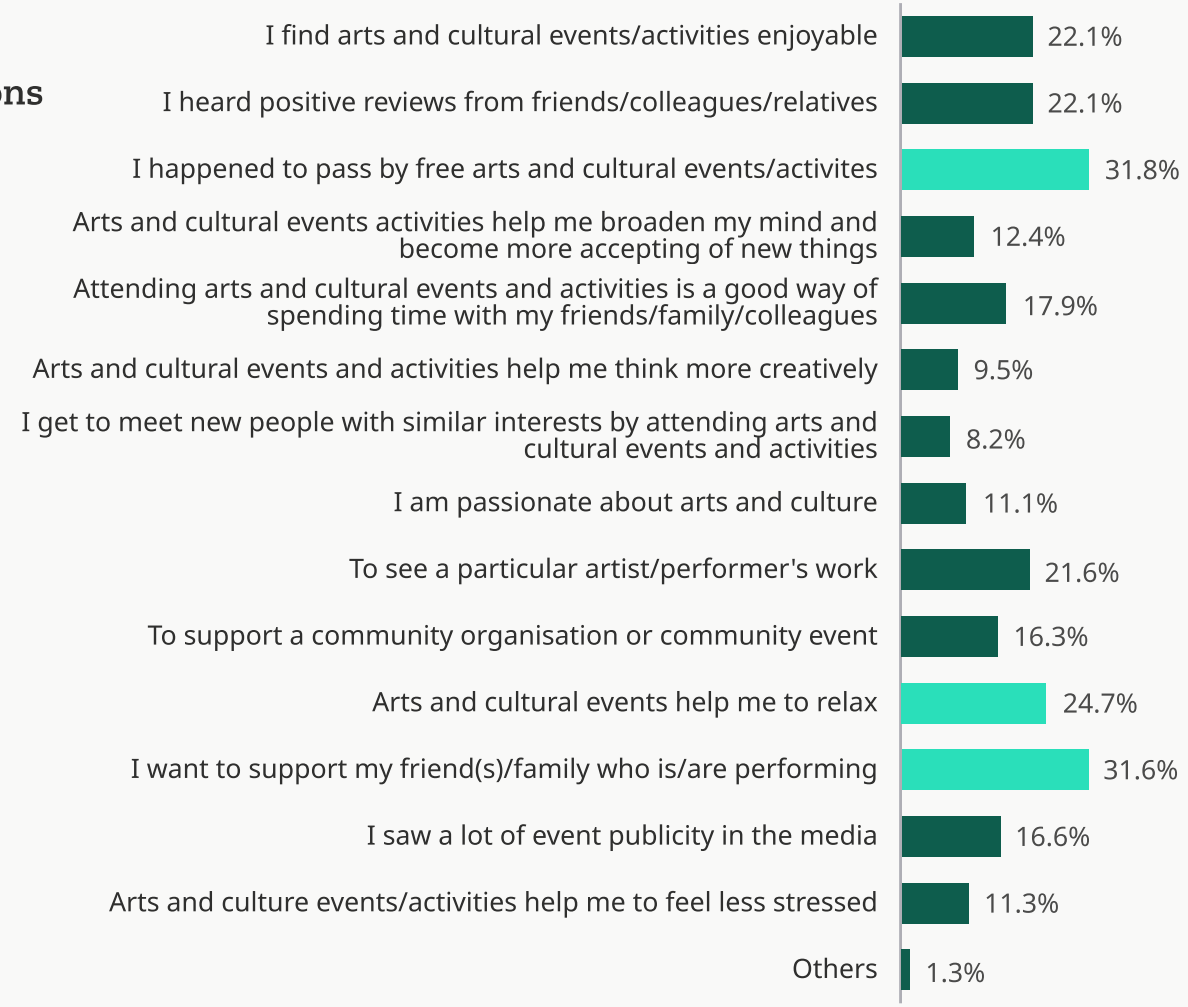
Physical and digital attendance of arts events



Carefree Explorers Explained

They are more likely to attend events spontaneously.

General motivations to attendance



Carefree Explorers Explained

Barriers for Carefree Explorers include a lack of awareness, unfamiliarity with artists and competing commitments.

General barriers to attendance



Carefree Explorers
How to Engage

Programming

Carefree Explorers need programming that prioritises accessibility, lifestyle alignment, and social relevance, rather than high artistic sophistication. Music is their preferred artform and they respond best to low-barrier, casually immersive experiences, which may be discovered through chance encounters.

Music can be used as a gateway to other arts experiences, for example, by drawing them into multidisciplinary events involving music. Similarly, arts events that combine with their other lifestyle characteristics such as their love for food, may also encourage attendance across a wider variety of artforms.

Place & Time

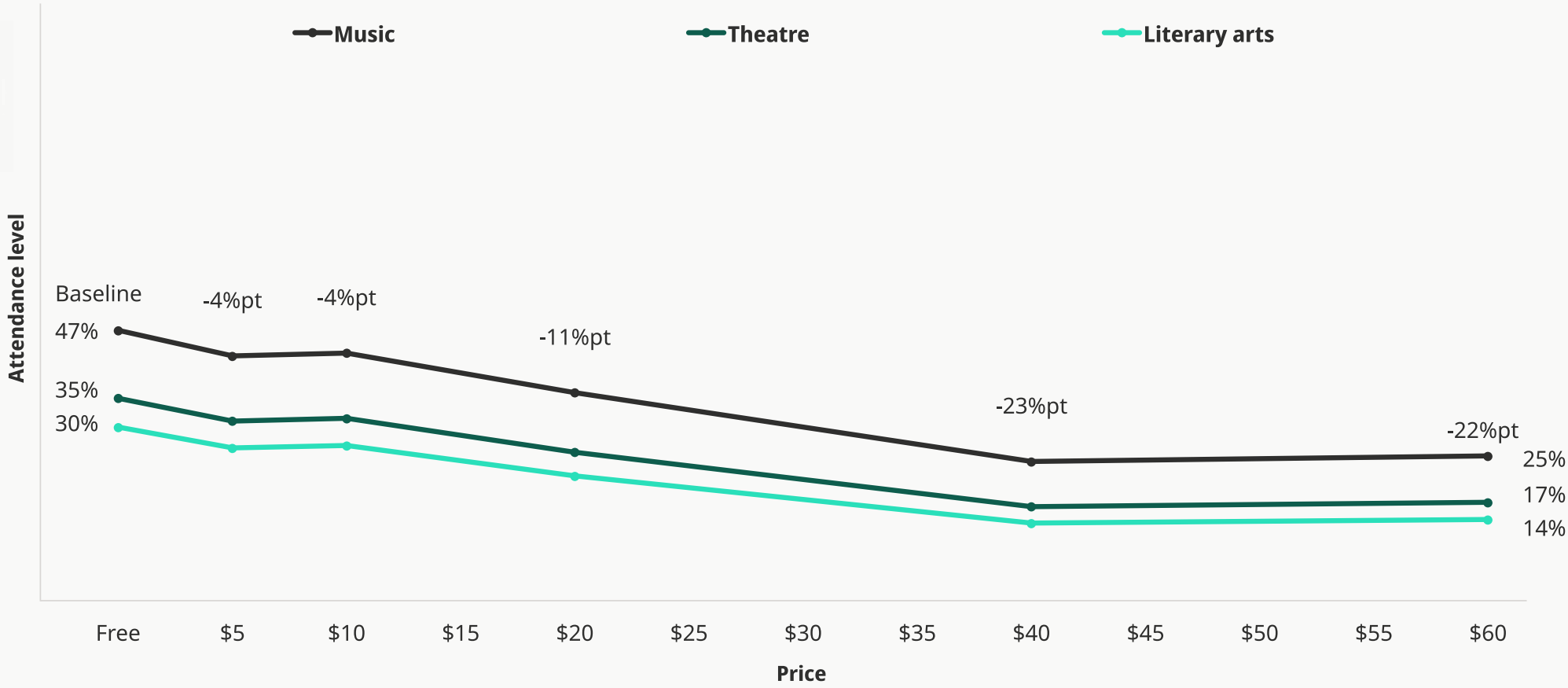
Events that are near to home and do not require too much hassle and complication are attractive to this persona. They like non-traditional venues such as pop-up places, parks or spaces usually used for other activities. Programming must align with their work patterns, social habits, and preference for low risk experiences. They have more available time than some of the other personas but nevertheless value a balance between work, leisure and other activities and prefer flexibility and spontaneity over rigid schedules.

Price

Carefree Explorers show a high level of financial flexibility and lower price sensitivity, due to their current life stage and economic status. Value is more important than absolute cost, and discounted pricing strategies are unlikely to be successful.

Carefree Explorers
How to Engage

Willingness to pay for the arts

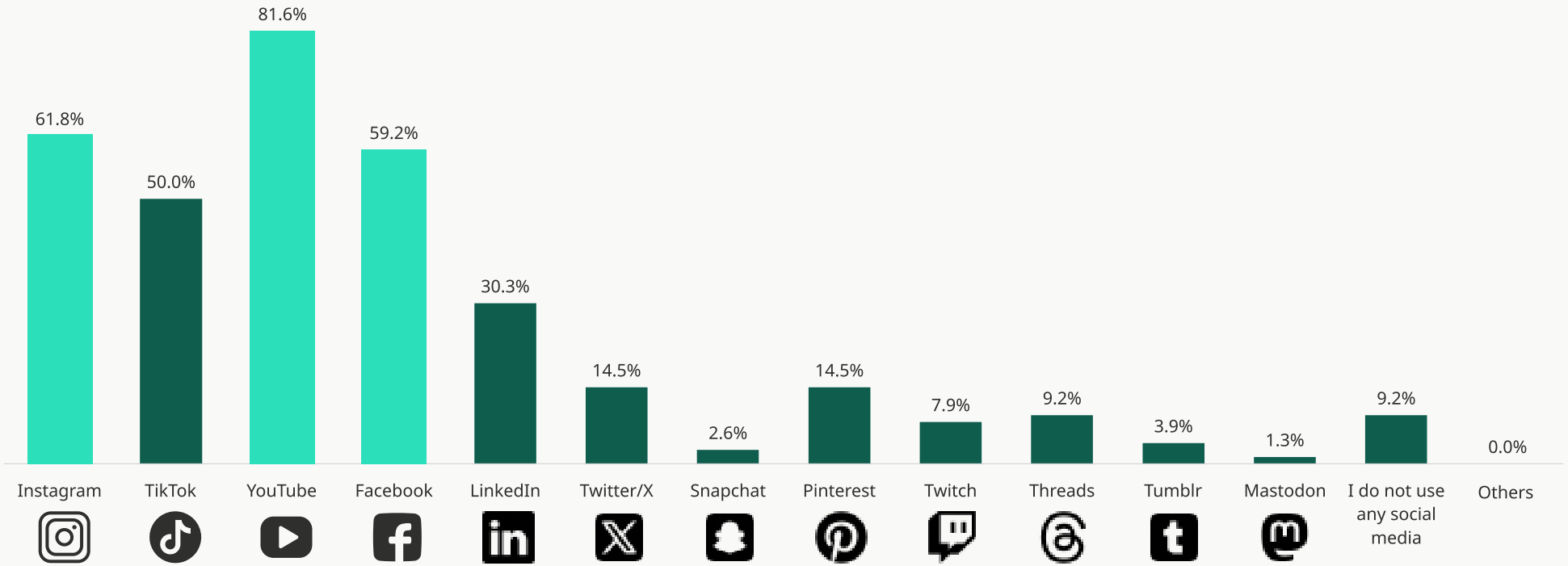


Carefree Explorers
How to Engage

Carefree Explorers are not avid social media users, but when they do use such platforms, they are more likely to use YouTube, Instagram and Facebook.

Overall usage of social media platforms

Q: Which of the following social media platforms have you used in the past year? Please select all that apply.



Carefree Explorers
How to Engage

Communication

For Carefree Explorers, communication strategies must align with their casual, introvert-leaning personalities, moderate arts literacy, and lifestyle patterns. They are averse to what they perceive as highbrow events which are ‘not for them’. Therefore, they must be communicated with in friendly, down-to-earth language that emphasises atmosphere and enjoyment over artistic depth or intellectual framing.

They are not heavy social media users or embedded in arts networks. Given that they are often motivated by spontaneous discovery, communication which is on-site or in the local neighbourhood — such as posters or screens at cafés, gyms, transport hubs, or malls — will encourage attendance.

Co-creation

The co-creative potential of the Carefree Explorers persona is moderate, shaped by their personal interests, introverted tendencies, and lifestyle motivations. They are not inherently drawn to active creative participation but will engage when the activity aligns with their passions, feels socially comfortable, and does not require a great deal of artistic confidence.

Community

This is a more introverted persona, preferring involvement with a small circle of friends in low-maintenance social settings. They are likely to be interested in events which are closer to home, in places they know and recognise.

Social Seekers
Summary



Social Seekers are students with a moderate interest in arts and culture. Less engaged in the arts than Young Explorers, they gravitate towards mainstream artforms like music or street dance that they can enjoy with friends.

This persona reports low life satisfaction, prefers physical over digital events and is price sensitive. They care about social issues such as access to education and mental health.

7% of the population

6/12 Engagement rank

Students

95% are 15 - 24 years old

Age Range

- **58%** 15 - 19 years old
- **37%** 20 - 24 years old
- **5%** 25 - 29 years old

81% physically healthy

78% have attended physically

39% interest

(% who strongly agree or agree that they are interested in the arts)

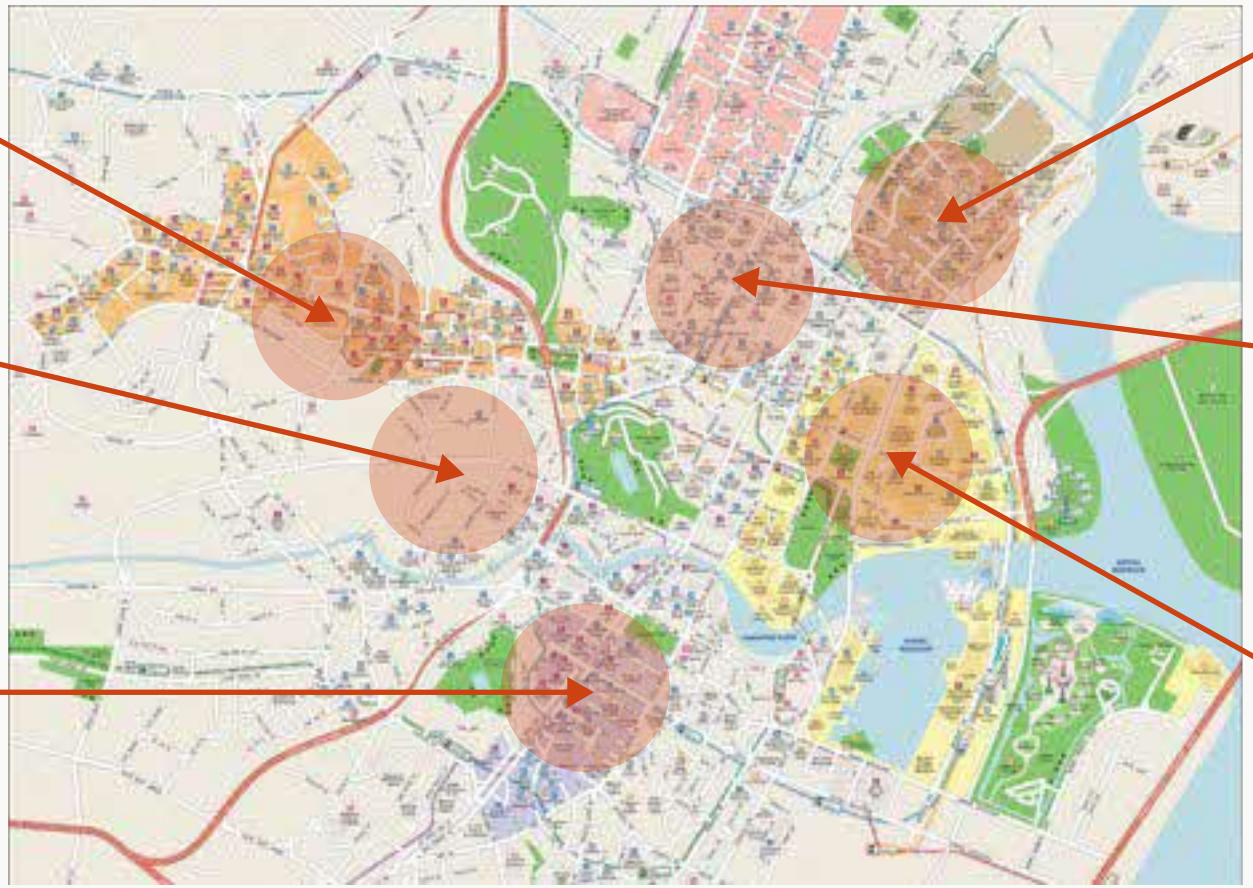
70% have attended digitally

Version 1.1 (October 2026)

Social Seekers
Arts & Heritage Location Visitation Patterns

Social Seekers are less likely to visit Chinatown in an average week, but spend more time visiting areas such as Orchard and Bras Basah Bugis.

Q: How many days per week do you visit each of the following areas?



Orchard
Visited at least once: **51%**
Only 1 day: **30%**
Between 2 - 4 days: **17%**
Between 5 - 7 days: **4%**

River Valley
Visited at least once: **8%**
Only 1 day: **4%**
Between 2 - 4 days: **2%**
Between 5 - 7 days: **2%**

Chinatown
Visited at least once **14%**
Only 1 day: **9%**
Between 2 - 4 days: **4%**
Between 5 - 7 days: **1%**

Kampong Glam
Visited at least once: **9%**
Only 1 day: **6%**
Between 2 - 4 days: **2%**
Between 5 - 7 days: **1%**

Bras Basah Bugis
Visited at least once: **35%**
Only 1 day: **20%**
Between 2 - 4 days: **12%**
Between 5 - 7 days: **3%**

Civic District
Visited at least once: **13%**
Only 1 day: **7%**
Between 2 - 4 days: **4%**
Between 5 - 7 days: **2%**

Social Seekers Explained

Life stage, Lifestyle & Profile

Social Seekers are young students who spend most of their time studying and are more likely to socialise, game, use social media and consume audio content than the general population. Although their exposure to the arts during their childhood was low, this persona expresses interest in mainstream and easily accessible artforms such as popular music and street dance. They are more involved in sports and hobby groups than other personas. Despite their youth, they report lower life satisfaction as compared to their peers.

> I am not super into the arts, but if my friends are going or it looks fun on TikTok, I will give it a shot.

Likes & Motivations

For Social Seekers, the arts are often about shared experiences. While they no longer connect the arts with education, they view the arts as opportunities for casual outings and communal activities valued for connecting with others and creating shared memories. Therefore, judgement-free, 'Instagrammable' and communal arts experiences are key to fostering deeper engagement.

Dislikes & Barriers

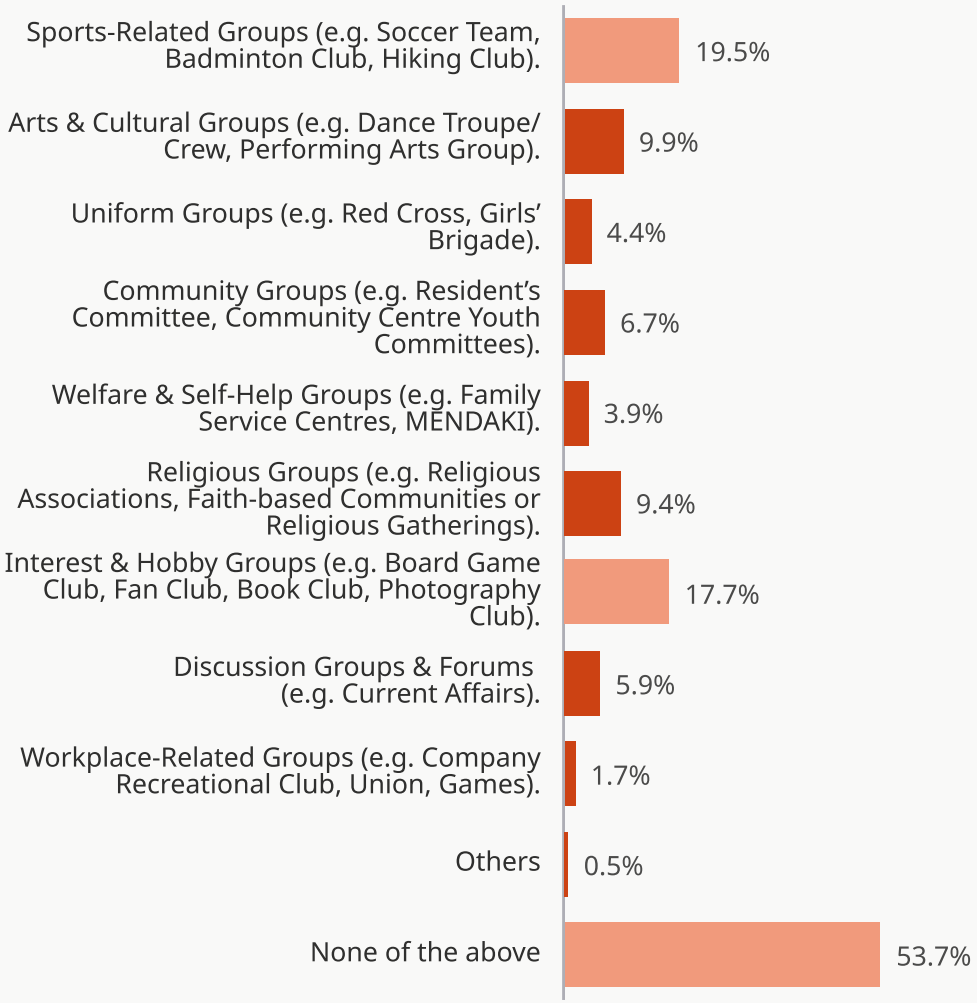
Social Seekers tend to disengage from the arts, not out of active dislike, but due to indifference, hesitation, and situational barriers. Early experiences with the arts has led them to perceive the arts as rigid rather than fun. They also worry about choosing events that align with their attitudes and identity. As such, they prioritise gaming, socialising and social media over cultural events, as these alternatives are easily accessible, entertaining and socially reinforcing.

Social Seekers Explained

Social Seekers are more likely to be involved in sports-related and hobby groups than other personas.

% Participation in social groups

Q: Which of the following social groups have you been involved in during the last 12 months?



Social Seekers Explained

They tend to prefer popular artforms such as pop music, street dance and literary arts events related to books and writing.

Interest in artforms (% 'Quite' or 'Very')

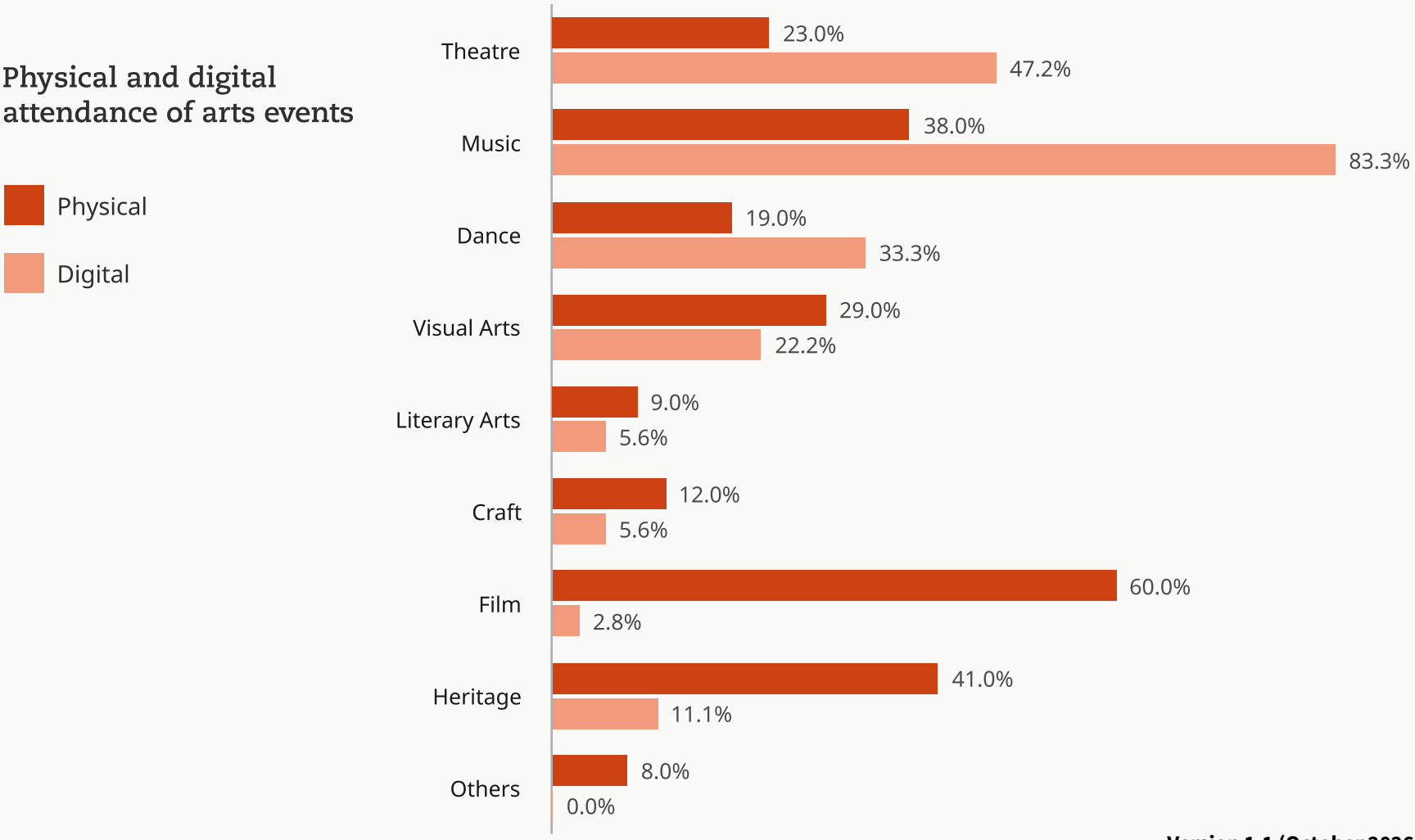
Q: To what extent would you describe your interest in the following genres/types of arts and cultural events and activities?



Social Seekers Explained

Social Seekers are more likely to have physically attended events across a myraid of artforms, including theatre, music, dance, visual arts, film and heritage.

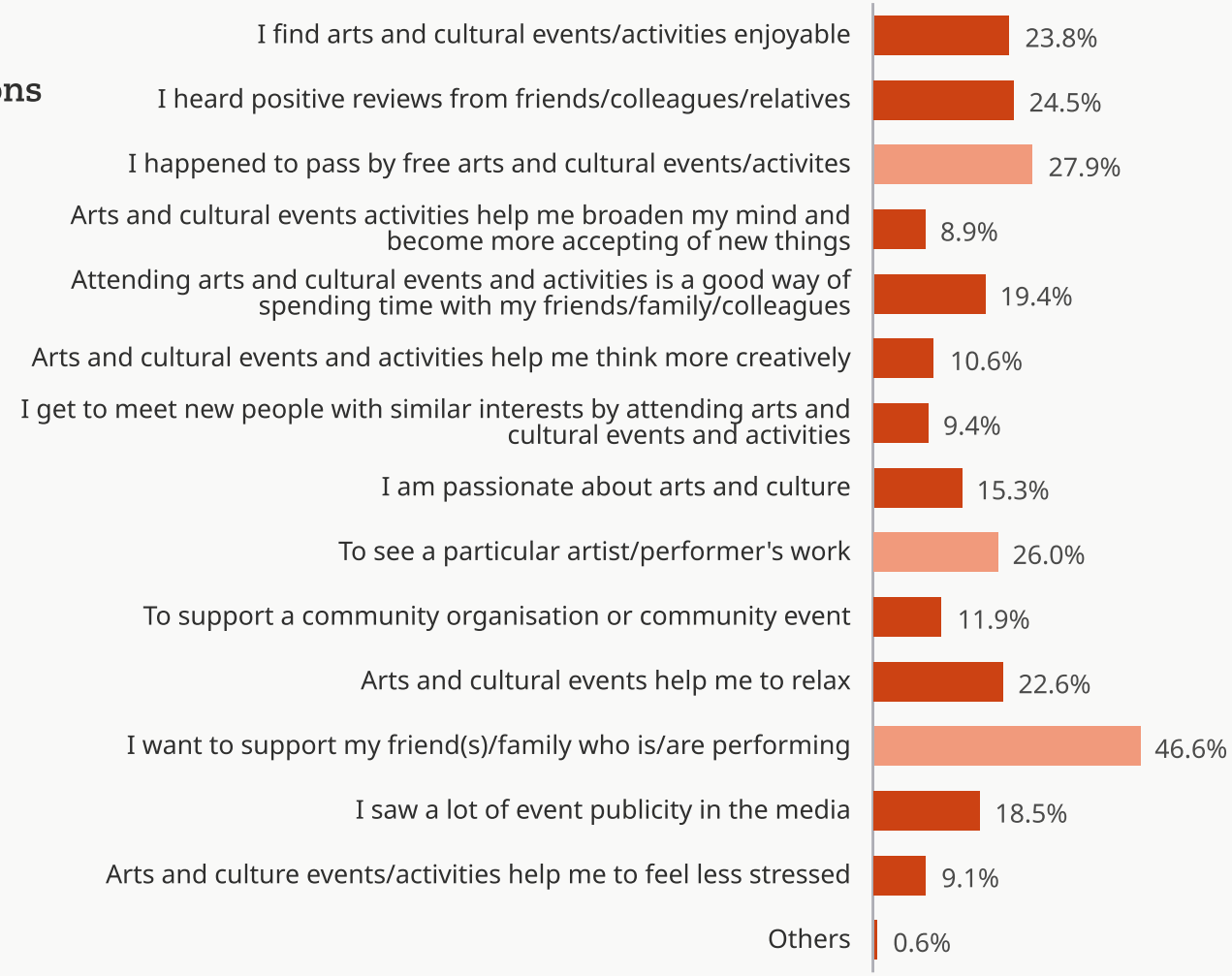
Physical and digital attendance of arts events



Social Seekers Explained

Social Seekers are more likely to attend arts events to show support for friends and family.

General motivations to attendance



Social Seekers Explained

Their main barriers to attendance include unfamiliarity with the artists, a lack of companions, and a preference for other activities.

General barriers to attendance



Social Seekers
How to Engage

Programming

Social Seekers need programming that offers opportunities for social interaction and photo moments. They prefer mainstream over traditional artforms, with pop music being particularly popular. Events must feel comfortable and should avoid sounding serious or rigid.

They favour physical over digital events and may be open to trying new experiences. Hybrid and fusion activities could appeal, such as augmented reality events or combinations of pop music with other artforms. Connections to social causes they care about such as mental health and technological change may also invite them to explore further.

Place & Time

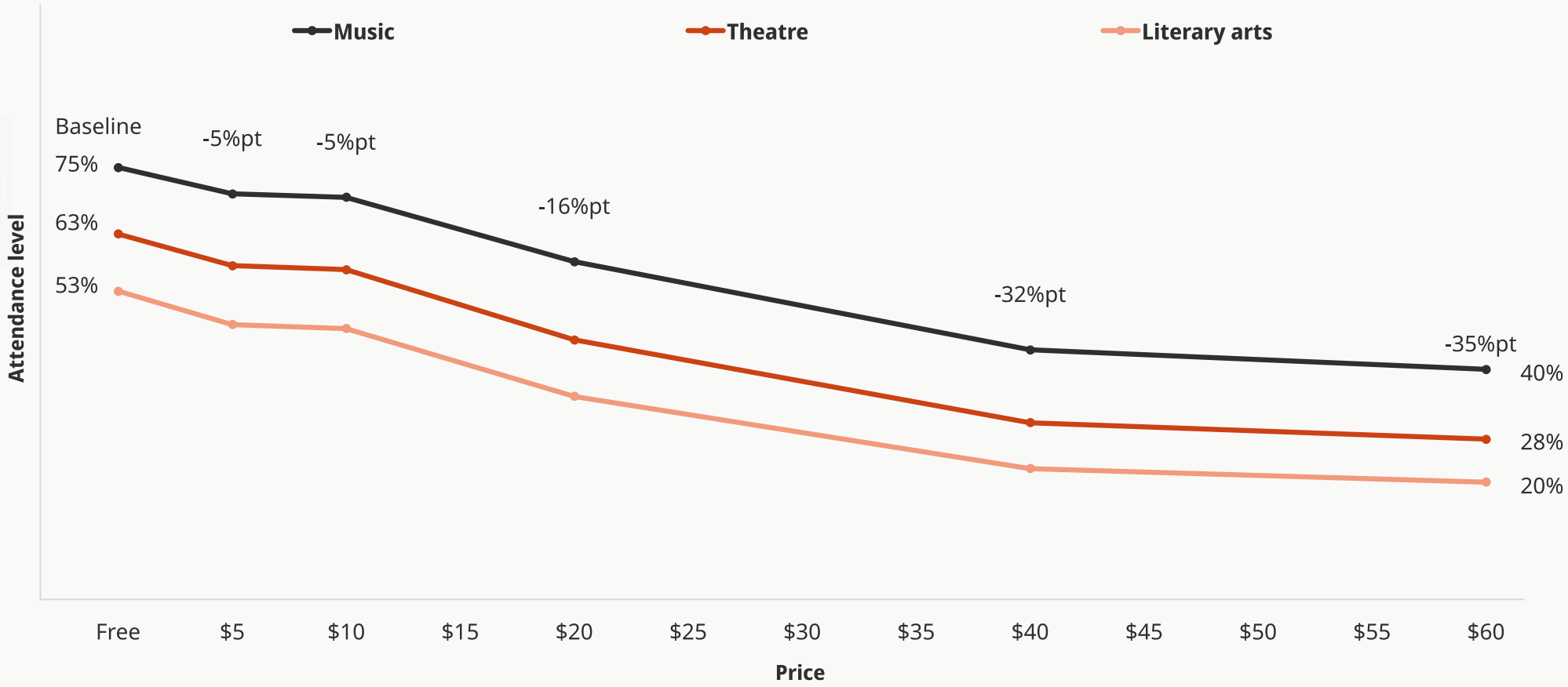
Events which consider their needs as students are important. This might include campus activities or pop-up events with better visibility and low-effort engagement. These should occur when students are typically free such as at weekends, although lighter weekday evening events could also be attractive after a hard day's work. Activities during holidays and mid-term breaks are also likely to generate interest.

Price

This group is highly price sensitive and cost can be a deterrent to attendance — even modest ticket fees ($5) can reduce attendance rates. They may respond well to special student discounted schemes or free taster events.

Social Seekers
How to Engage

Willingness to pay for the arts

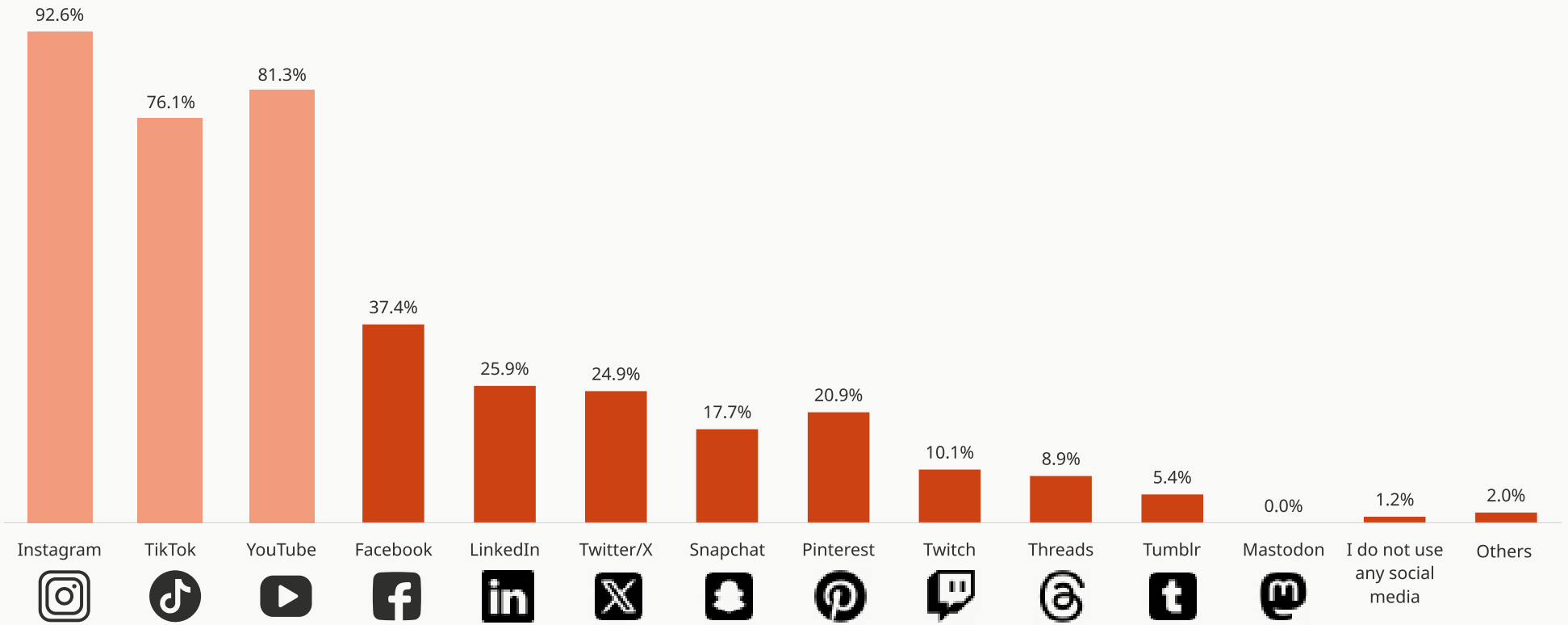


Social Seekers
How to Engage

Social Seekers use Instagram, YouTube and TikTok more than the rest of the population.

Overall usage of social media platforms

Q: Which of the following social media platforms have you used in the past year? Please select all that apply.



Social Seekers
How to Engage

Communication

Social Seekers need communication that emphasises interactive, hands-on experiences, digital innovation and pop culture appeal alongside messages about the social experience. Social media, especially Instagram and TikTok will be crucial for this persona, which needs visually-engaging material that uses short-form videos or images to convey what the event will be like and what is involved.

Influencers and friends are more effective with this group than official reviews and therefore, promotional activity must ensure that information and opinions can be easily shared with friends and acquaintances. An emphasis on informal social experiences is essential in communicating with this persona.

Co-creation

This persona views the arts as something to be watched or listened to, rather than requiring active participation or contribution. Nevertheless, they are open and willing to try new things if they can be persuaded of its potential value.

Community

Social Seekers value social experiences and attending events with friends and like–minded people. Their community centres around the student campus and social groups, which offer potential partnership opportunities for outreach.

Nostalgia Seekers
Summary



Nostalgia Seekers are active and are moderately engaged and interested in the arts.

With traditional tastes and involvement in diverse activities including volunteering, community events and arts experiences, this persona is expanding their interests as their parenting commitments have lessened.

They have a strong aesthetic sense and appreciate beauty in everyday spaces.

11% of the population

7/12 Engagement rank

Adults with older children (more than 12 years old)

68% are 50 - 64 years old

Age Range

- **14%** 40 - 44 years old
- **14%** 45 - 49 years old
- **25%** 50 - 54 years old
- **18%** 55 - 59 years old
- **25%** 60 - 64 years old

78% physically healthy

30% interest

(% who strongly agree or agree that they are interested in the arts)

61% have attended physically

68% have attended digitally

Version 1.1 (October 2026)

Nostalgia Seekers
Arts & Heritage Location Visitation Patterns

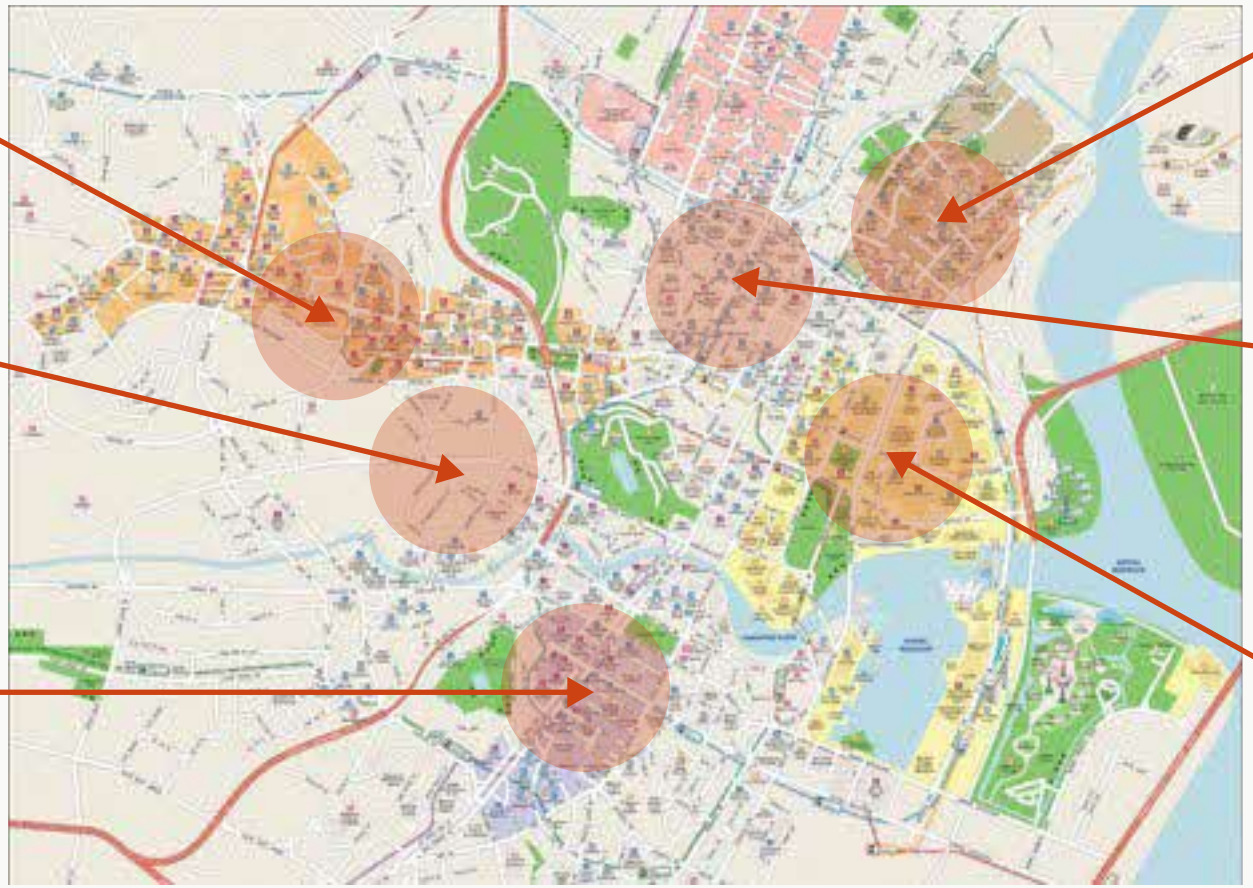
Nostalgia Seekers do not frequently visit arts and heritage areas in Singapore. In particular, they are less likely to visit Orchard, Bras Basah Bugis and the Civic District in an average week.

Q: How many days per week do you visit each of the following areas?

Orchard
Visited at least once: **20%**
Only 1 day: **9%**
Between 2 - 4 days: **4%**
Between 5 - 7 days: **7%**

River Valley
Visited at least once: **5%**
Only 1 day: **2%**
Between 2 - 4 days: **3%**
Between 5 - 7 days: **0%**

Chinatown
Visited at least once **19%**
Only 1 day: **6%**
Between 2 - 4 days: **7%**
Between 5 - 7 days: **6%**



Kampong Glam
Visited at least once: **6%**
Only 1 day: **2%**
Between 2 - 4 days: **3%**
Between 5 - 7 days: **1%**

Bras Basah Bugis
Visited at least once: **8%**
Only 1 day: **2%**
Between 2 - 4 days: **5%**
Between 5 - 7 days: **1%**

Civic District
Visited at least once: **7%**
Only 1 day: **2%**
Between 2 - 4 days: **0%**
Between 5 - 7 days: **5%**

Nostalgia Seekers Explained

Life stage, Lifestyle & Profile

Having reached a stage where their children are more independent, their priorities have shifted, allowing them to pursue personal interests. With newfound time on their hands, they look forward to rekindle earlier passions that they may have had to put aside during their younger years.

Dislikes & Barriers

Despite being exposed to various cultural activities during their youth, cultural events have not been a priority in their adult life. Family commitments are more important and may overrule their desire to attend such events.

Likes & Motivations

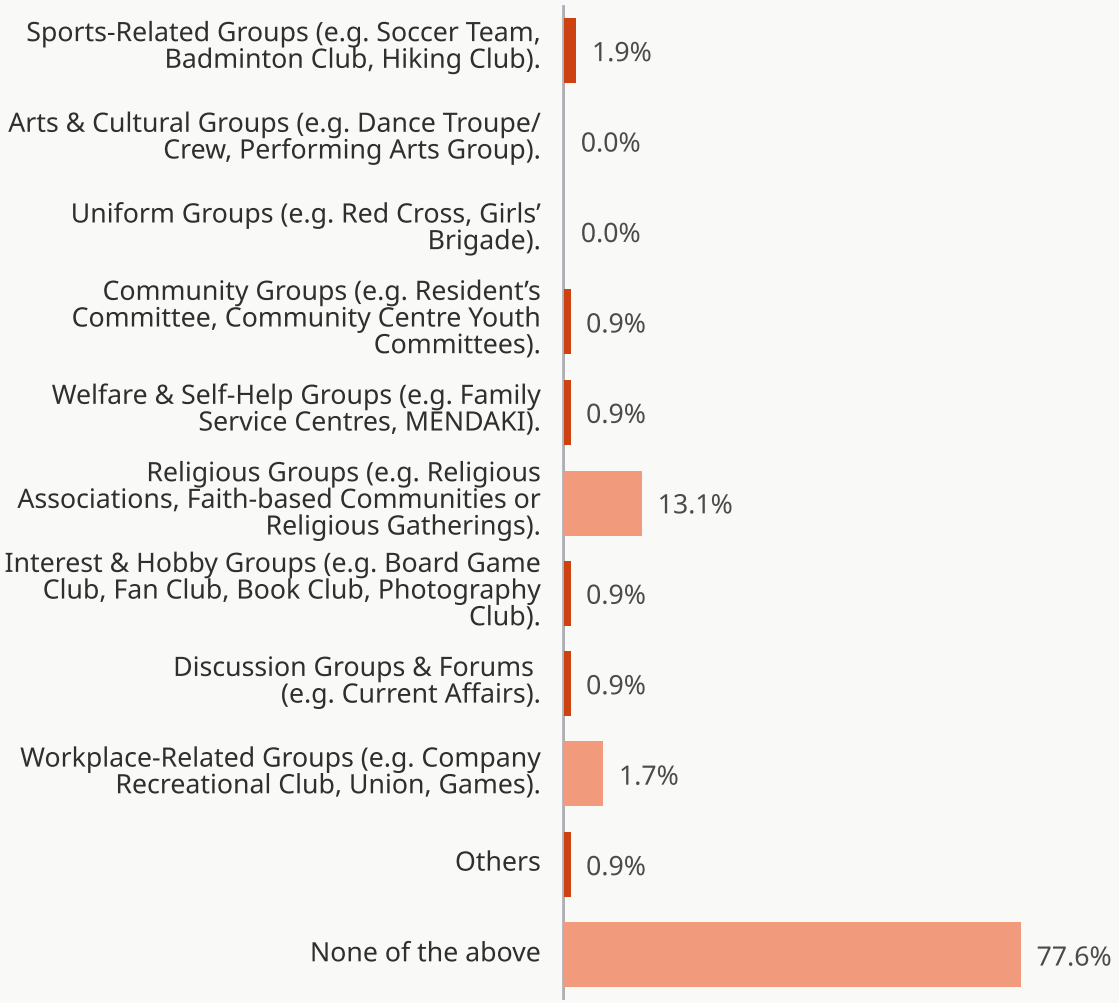
Music is the most popular artform for this persona, which they primarily consume digitally. This persona engages with the arts primarily for social connections — to spend quality time with family or supporting friends and community. They are drawn to informal local events that allow for spontaneous participation or discovery. For them, the social experience takes precedence over the artistic content itself, and they gravitate towards relaxing events that contribute to their mental wellbeing.

Nostalgia Seekers Explained

Nostalgia Seekers are less likely to participate in social groups.

% Participation in social groups

Q: Which of the following social groups have you been involved in during the last 12 months?

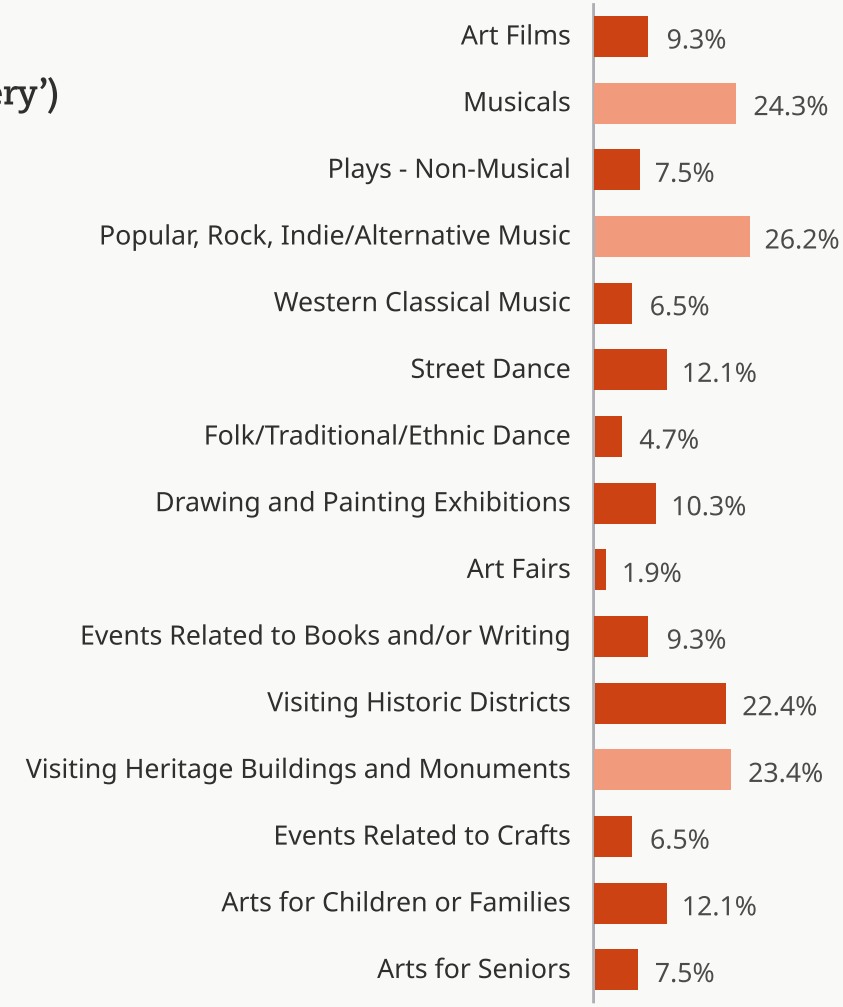


Nostalgia Seekers Explained

Nostalgia Seekers display lower levels of interest across the artforms. However, they are relatively more interested in music, musicals and heritage.

Interest in artforms (% 'Quite' or 'Very')

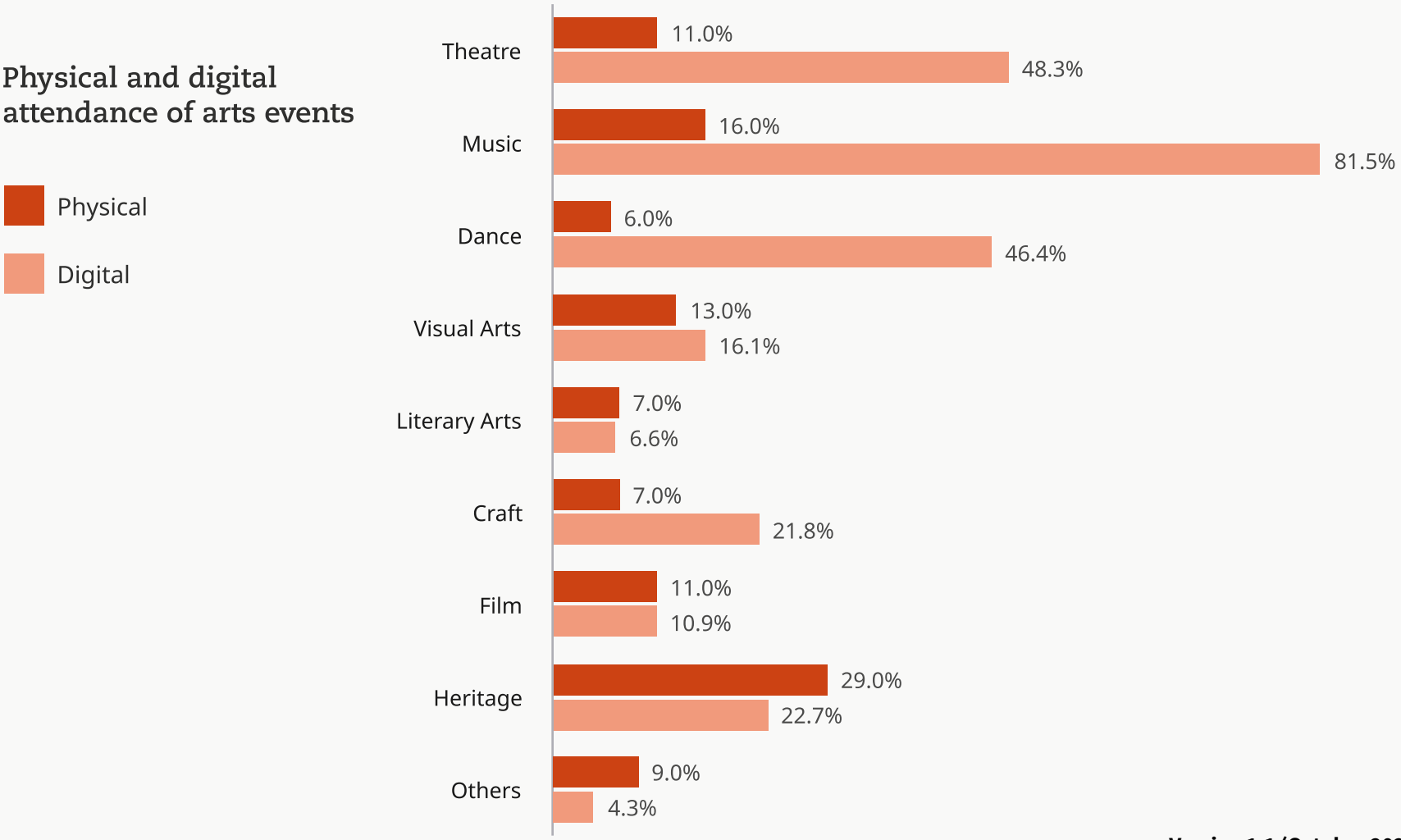
Q: To what extent would you describe your interest in the following genres/types of arts and cultural events and activities?



Nostalgia Seekers Explained

Nostalgia Seekers are most likely to attend music and heritage-related events in-person and also prefer digital music, theatre and dance events.

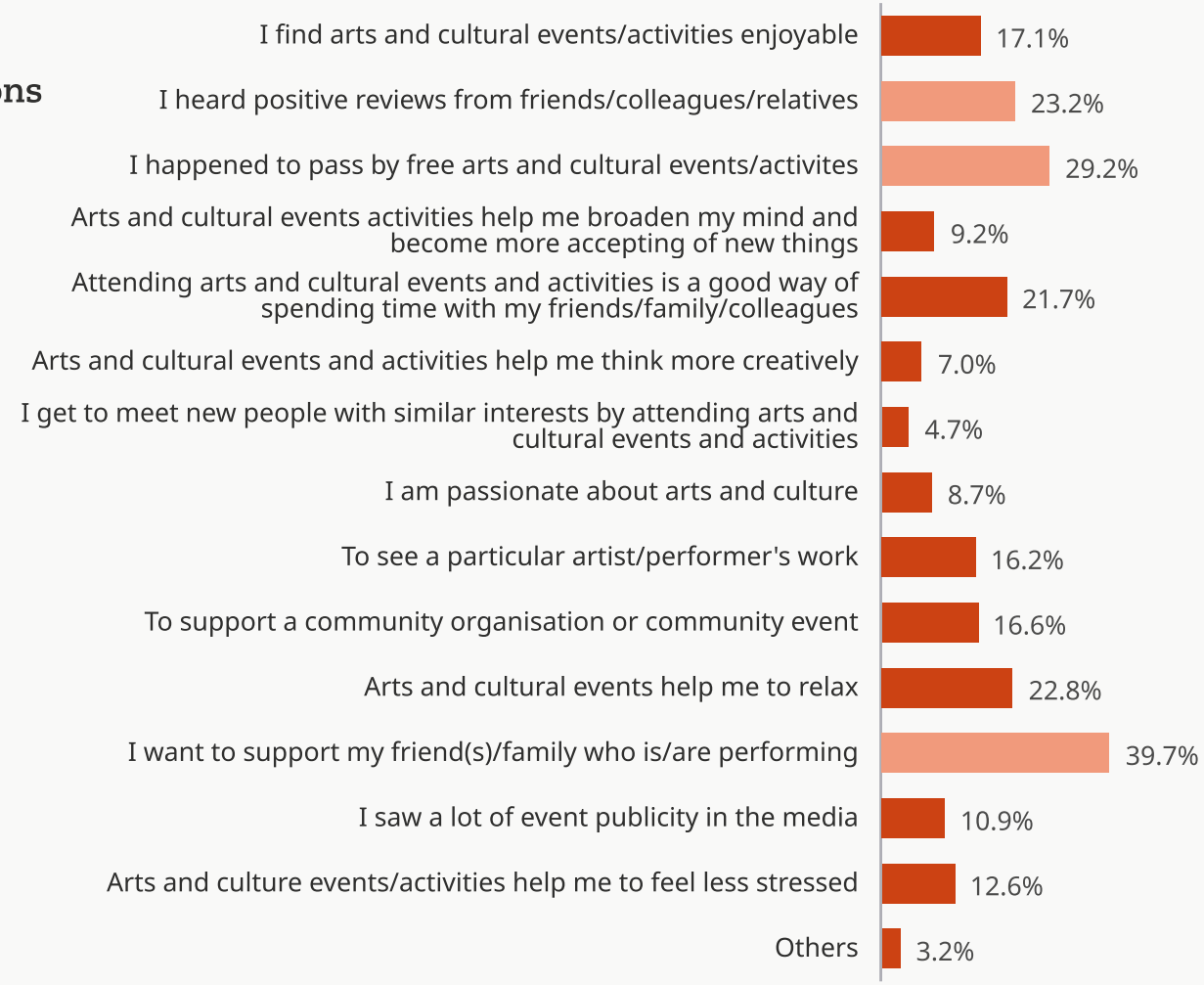
Physical and digital attendance of arts events



Nostalgia Seekers Explained

They place high priority on attending to support friends and family who are performing.

General motivations to attendance



Nostalgia Seekers Explained

Their primary barrier to attendance is family commitments.

General barriers to attendance



Nostalgia Seekers
How to Engage

Programming

This persona needs encouragement to re-energise their interest in the arts. Programming that incorporates traditional cultural elements will appeal to them, and they are likely to respond well to participatory activities, especially those that relate to their interests in music, dance and visual arts, including calligraphy. Connecting with their wellbeing needs as they enter their 'silver years' will help engage this group. Partnering with active ageing organisations to highlight the role of the arts in promoting physical and mental wellbeing during retirement is likely to be effective.

Place & Time

As occasional participants, they prefer easily accessible events, ideally closer to home or with convenient parking.

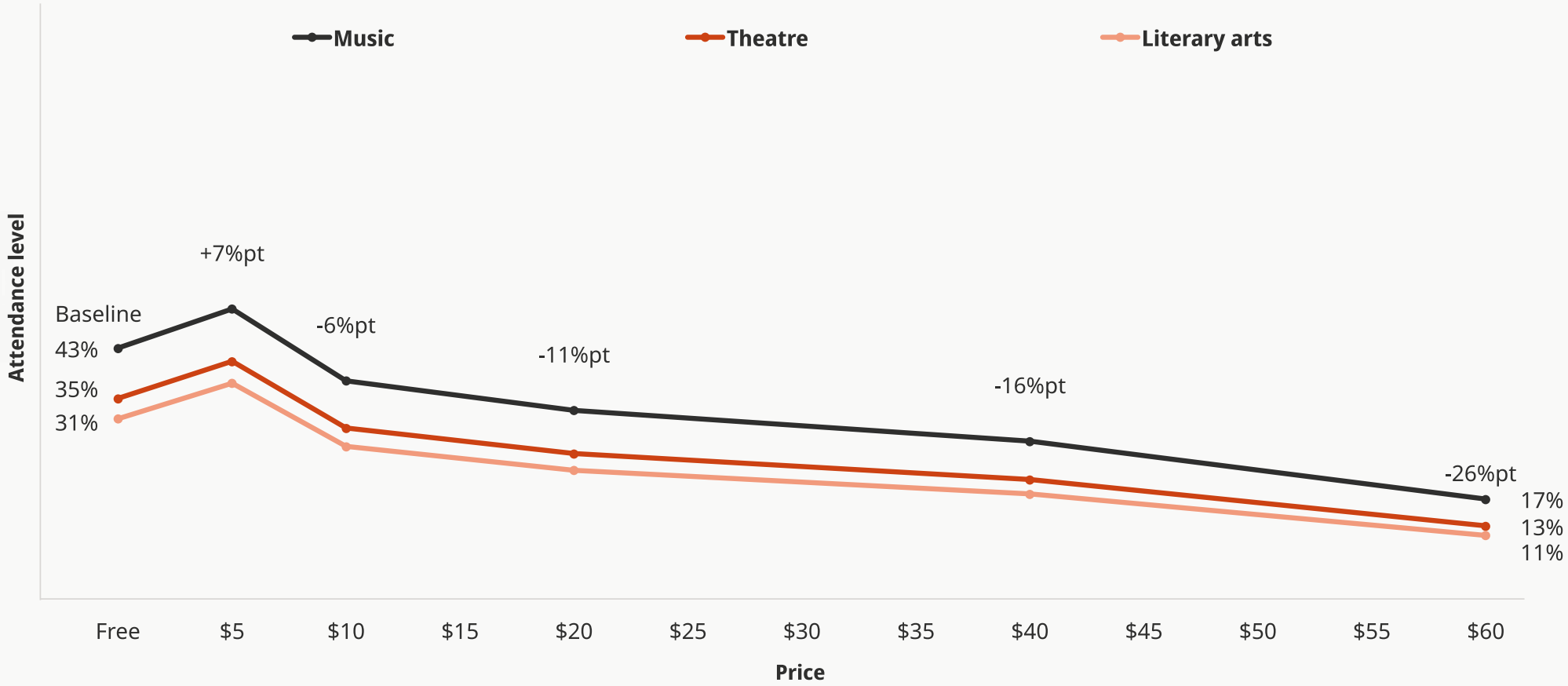
They are more likely to engage in activities during the day, rather than later at night.

Price

This group is price sensitive, having to support older children while considering their future financial wellbeing. Therefore, focusing on lower-cost events is important.

Nostalgia Seekers
How to Engage

Willingness to pay for the arts

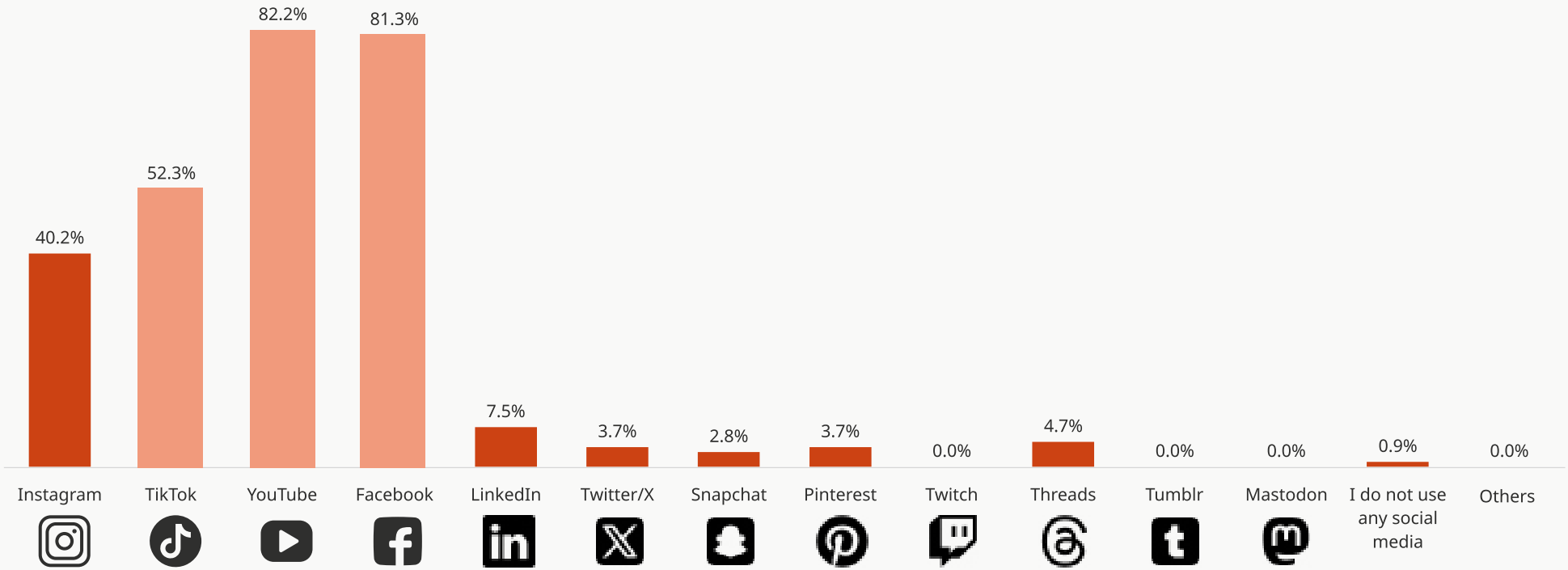


Nostalgia Seekers
How to Engage

Nostalgia Seekers are highly likely to use social media platforms, particularly Facebook and YouTube.

Overall usage of social media platforms

Q: Which of the following social media platforms have you used in the past year? Please select all that apply.



Nostalgia Seekers
How to Engage

Communication

Nostalgia Seekers respond to diverse communication channels including offline touchpoints and established social media platforms such as Facebook and YouTube. They can also be reached through national programmes or events linked to cultural festivals. Government and social service touchpoints such as CPF Service Centres are important. They may be more likely to trust friends and peers, making word of mouth crucial for this group.

Community

This persona highly values their local community, particularly connections to traditional institutions. Arts and culture experiences can provide pathways to new social circles or traditions while sharing values important to them.

Co-creation

Nostalgia Seekers may well be interested in involvement in programming and therefore consulting them about what might interest them would have some success. However, they may not be very confident and are less likely to identify as being particularly 'creative', so they may need support through the process.

Sentimental Silvers
Summary



Sentimental Silvers are seniors who have moderately high levels of interest but declining physical health may restrict what they can attend. In the right circumstances they will engage, with the more traditional artforms.

Sentimental Silvers face health challenges and reduced mobility. Attendance is mostly passive — watching digital content or listening to music — and they are significantly influenced by accessibility, affordability, and companionship. They primarily attend free community events and rarely attend ticketed arts events. They seek comfort in the familiar, whether in terms of culture or routine.

8% of the population

8/12 Engagement rank

Seniors

100% are 65 years old and above

Age Range

37% 65 - 69 years old

63% 70 years old and above

62% physically healthy

32% interest

(% who strongly agree or agree that they are interested in the arts)

60% have attended physically

62% have attended digitally

Version 1.1 (October 2026)

Sentimental Silvers
Arts & Heritage Location Visitation Patterns

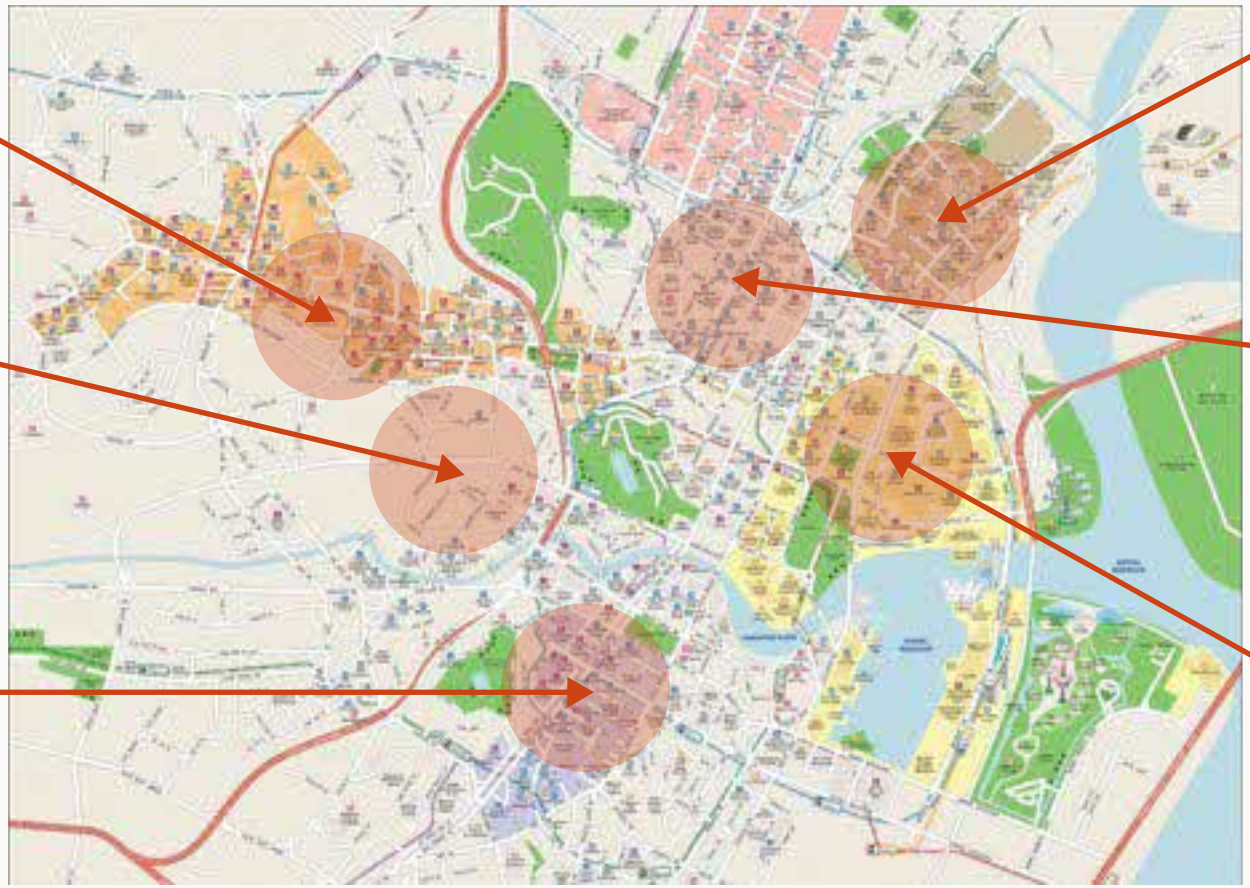
Sentimental Silvers are infrequent visitors of arts and heritage districts in Singapore. Specifically, they are significantly less likely to visit Orchard and Bras Basah Bugis on a weekly basis.

Q: How many days per week do you visit each of the following areas?

Orchard
Visited at least once: **15%**
Only 1 day: **6%**
Between 2 - 4 days: **9%**
Between 5 - 7 days: **0%**

River Valley
Visited at least once: **7%**
Only 1 day: **2%**
Between 2 - 4 days: **3%**
Between 5 - 7 days: **2%**

Chinatown
Visited at least once **18%**
Only 1 day: **7%**
Between 2 - 4 days: **7%**
Between 5 - 7 days: **4%**



Kampong Glam
Visited at least once: **12%**
Only 1 day: **7%**
Between 2 - 4 days: **3%**
Between 5 - 7 days: **2%**

Bras Basah Bugis
Visited at least once: **12%**
Only 1 day: **4%**
Between 2 - 4 days: **6%**
Between 5 - 7 days: **2%**

Civic District
Visited at least once: **7%**
Only 1 day: **3%**
Between 2 - 4 days: **2%**
Between 5 - 7 days: **2%**

Sentimental Silvers Explained

Life stage, Lifestyle & Profile

Sentimental Silvers are past their working years and generally face age-related challenges that may limit their capacity to travel far or engage actively in the arts. Their top priorities include physical and mental health, with these serving as key criteria for assessing all activities, including the arts.

Likes & Motivations

Sentimental Silvers prefer traditional and familiar artforms, especially those based on popular culture from their youth. They are drawn to accessible venues and are interested in seeking familiar experiences mainly through heritage, music and visual arts. Companionship is a strong motivation, making them more likely to attend when accompanied by others.

Dislikes & Barriers

Whilst potentially open to attending arts and cultural events, a range of personal, physical, financial and social considerations may limit their actual participation. These include reduced mobility, lower energy levels and a reluctance to travel. They do not like to attend alone. Anything that seems particularly modern or unfamiliar in language or style will also deter this persona.

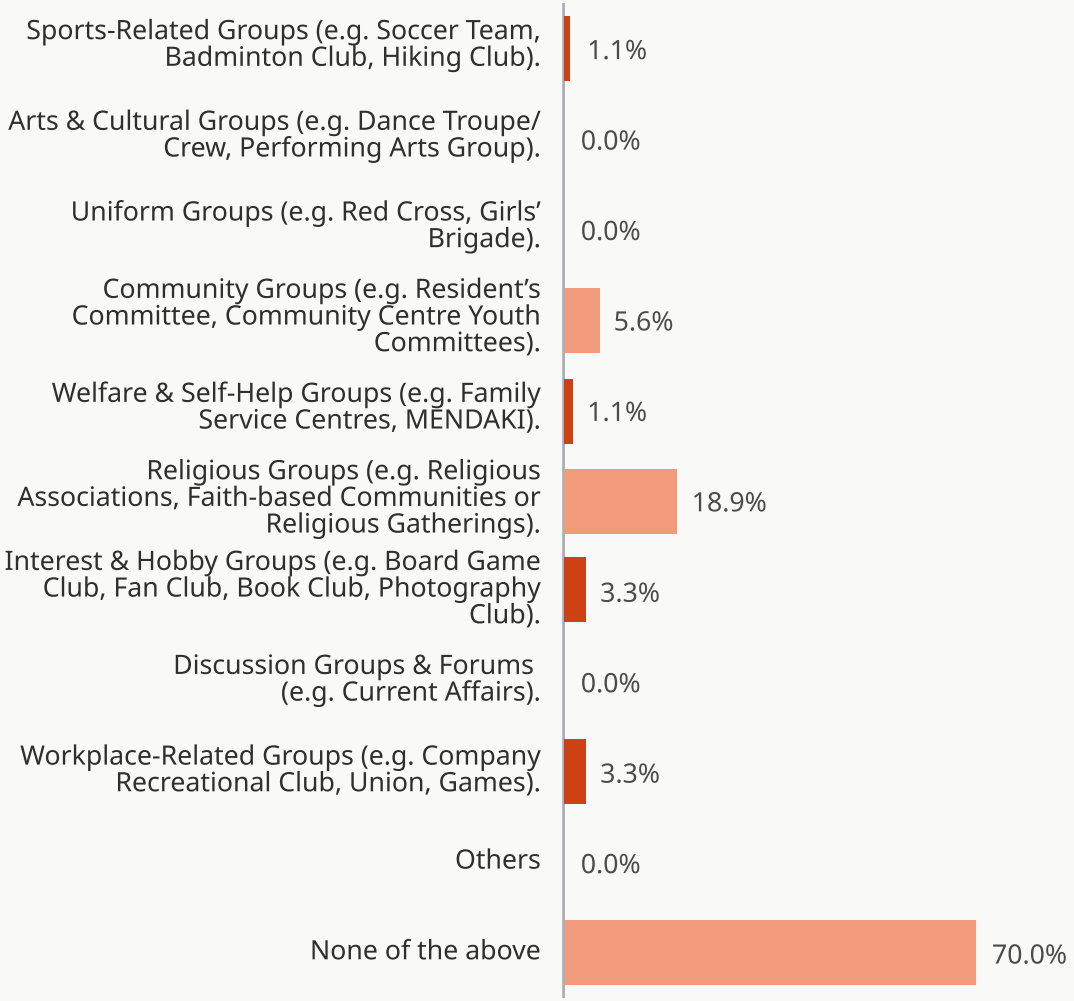
> If my husband does not bring me, I will not go out... If you go alone, it is not much fun.

Sentimental Silvers Explained

Sentimental Silvers are most likely to participate in events that are held in a community setting.

% Participation in social groups

Q: Which of the following social groups have you been involved in during the last 12 months?

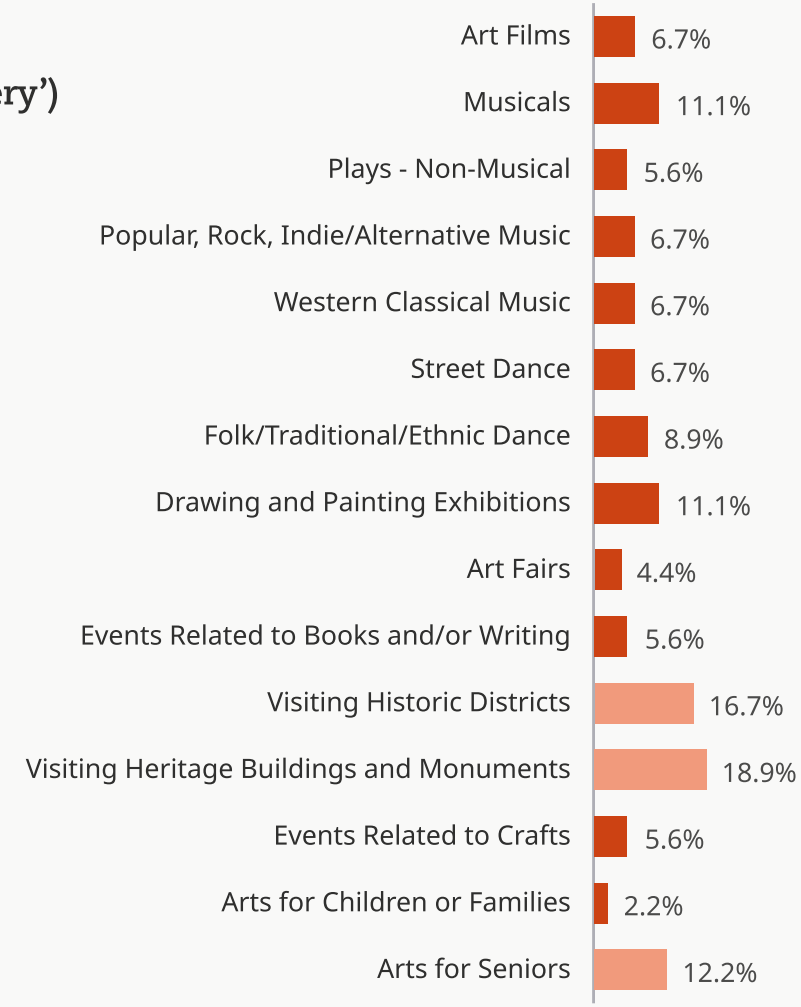


Sentimental Silvers Explained

Sentimental Silvers have moderate levels of interest in the arts, showing a preference for visiting historic districts, as well as heritage buildings and monuments.

Interest in artforms (% 'Quite' or 'Very')

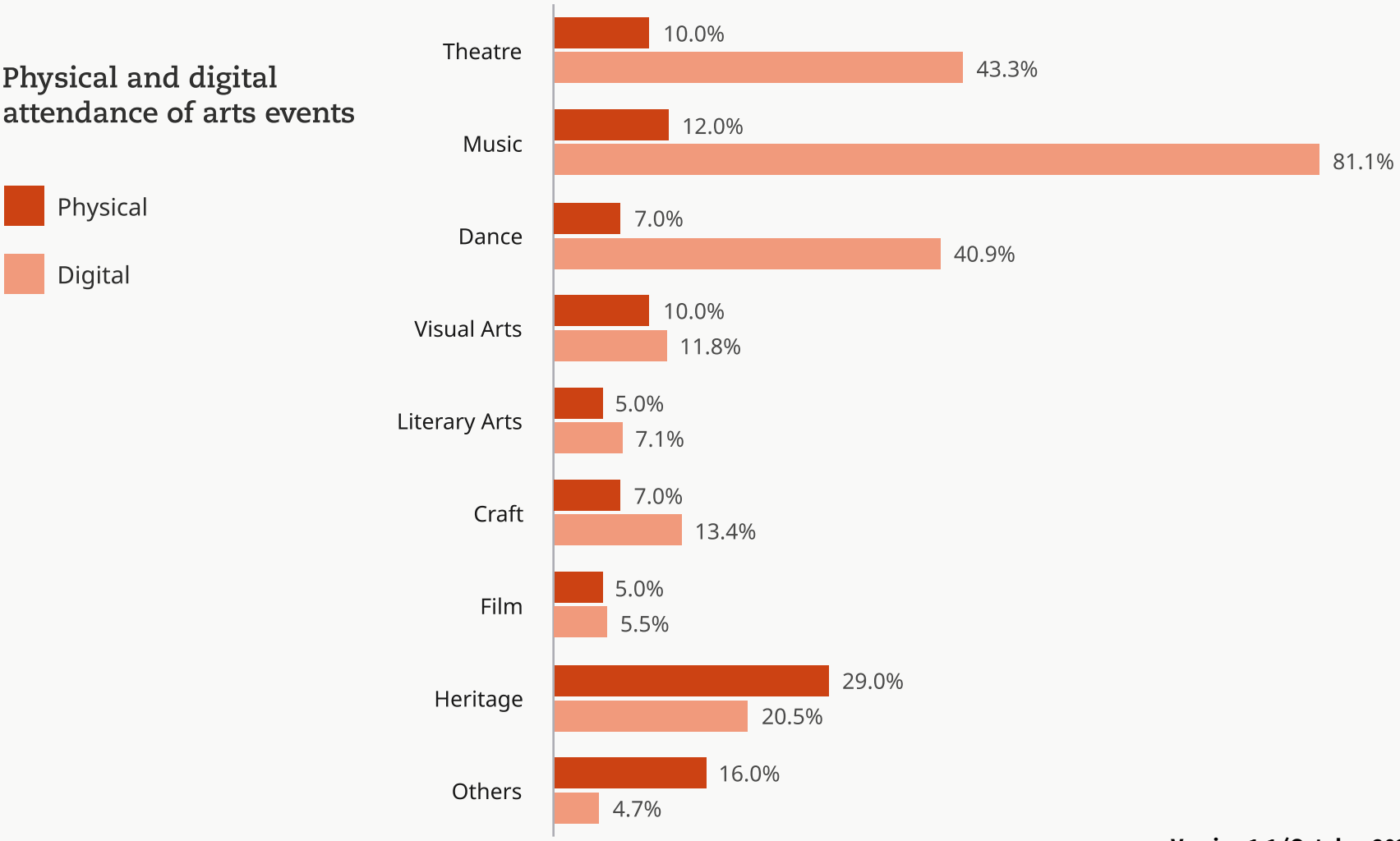
Q: To what extent would you describe your interest in the following genres/types of arts and cultural events and activities?



Sentimental Silvers Explained

Sentimental Silvers are most likely to attend heritage-related events.

Physical and digital attendance of arts events



Sentimental Silvers Explained

Sentimental Silvers are significantly more likely to attend free arts events that they chance upon in the community.

General motivations to attendance



Sentimental Silvers Explained

Their key barrier to attendance is a lack of companions.

General barriers to attendance



Sentimental Silvers
How to Engage

Programming

Sentimental Silvers are motivated by arts experiences that are free, familiar, reflective, social, and supportive of their wellbeing. Events that connect with their communities, provide opportunities for passive enjoyment or require minimal physical and cognitive effort are most likely to resonate. They are attracted to activities that link to their culture.

Free community-based events near their homes would be popular, especially if these programmes revisit their past passions through traditional artforms. They are also interested in activities that support their physical or mental health. This persona can be encouraged to try new things involving intergenerational elements with extended family, and light-hearted entertainment may also succeed in turning passive moments into more active involvement.

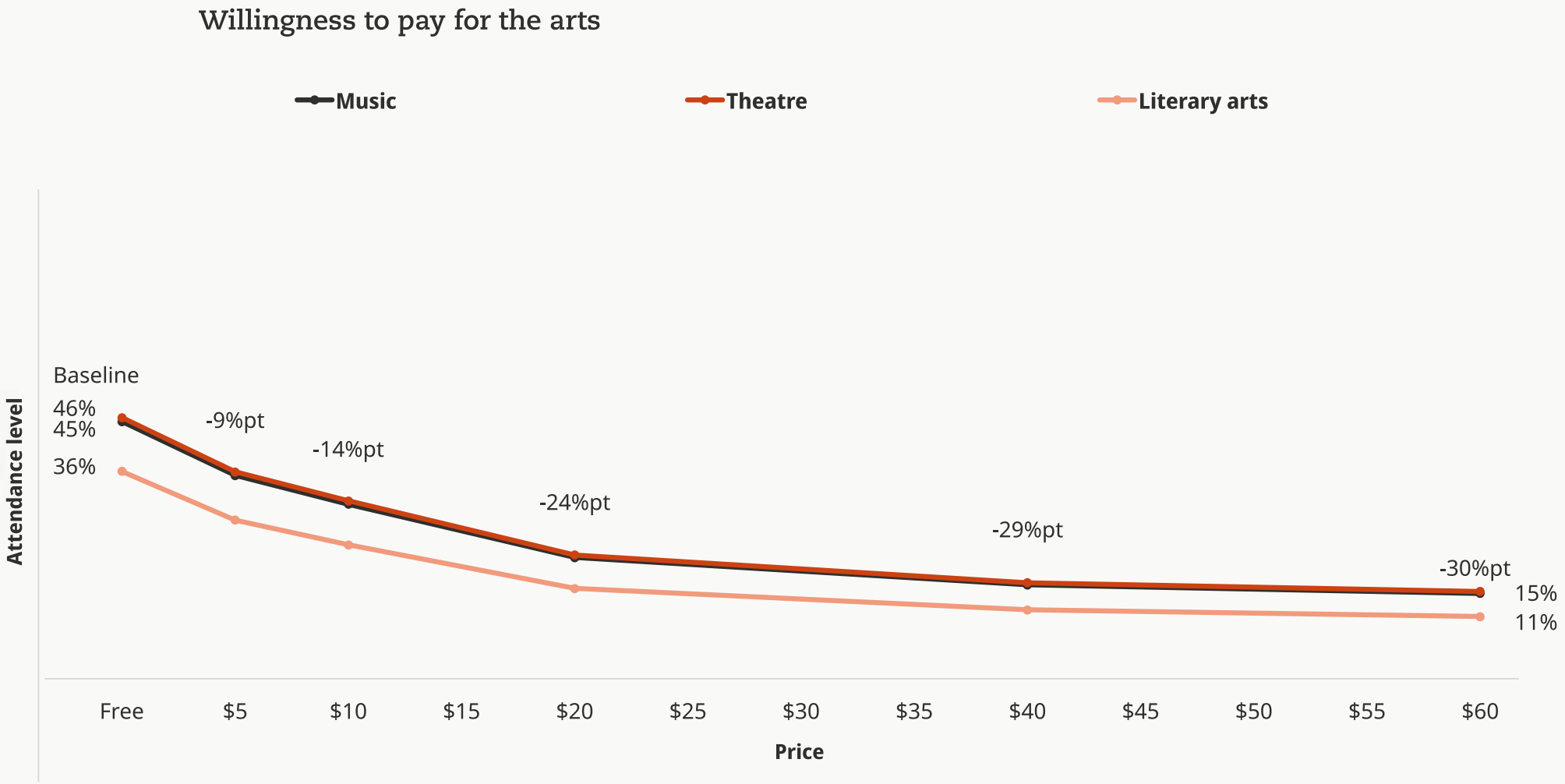
Place & Time

Location and timing must reflect their mobility limitations, daily routines and comfort zones. Events close to where they live are preferred. Consideration should be given to preferred facilities such as toilets and indoor venues. Compared to other personas, they are more likely to attend during weekdays, especially mornings.

Price

Sentimental Silvers are highly price sensitive and are least willing to pay to attend. They prefer free events, especially those they might encounter by chance in community settings.

Sentimental Silvers
How to Engage

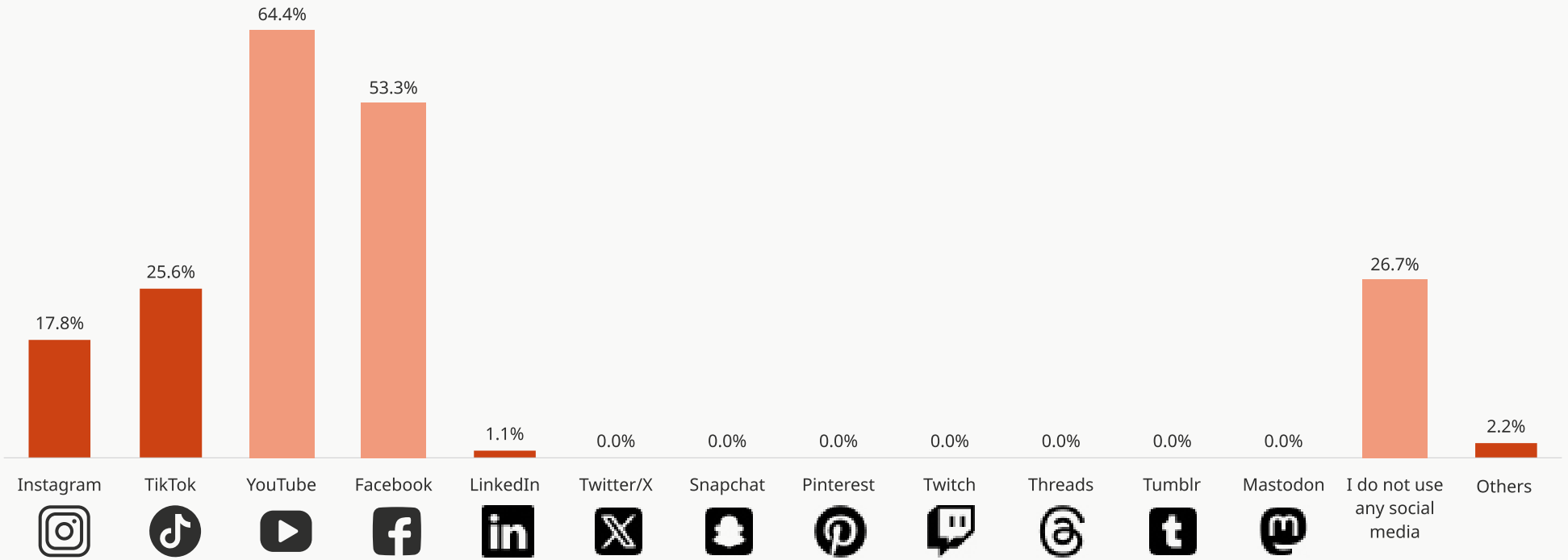


Sentimental Silvers
How to Engage

Sentimental Silvers are less likely to use social media in general.

Overall usage of social media platforms

Q: Which of the following social media platforms have you used in the past year? Please select all that apply.



Sentimental Silvers
How to Engage

Communication

Sentimental Silvers are less active on digital platforms, and are highly price- and mobility-sensitive, preferring personal, familiar, and trust-based communication channels. This includes community-based outreach, in community centres, residents' committees and senior activity centres. They are likely to use print media such as vernacular newspapers and traditional broadcast media, and whilst they are not particularly digital savvy, many do use familiar digital channels such as YouTube or Facebook. Meaningful, low-barrier engagement can be achieved by tapping into their trusted networks, emphasising simplicity and emotional connection, and utilising familiar communication platforms.

Community

This group is strongly affiliated with the community, valuing involvement in activities, clubs or opportunities to meet others. Many see community as a source of meaning, care and validation, particularly as they navigate age related life changes. They are therefore strongly attracted to activities offering these benefits. Tapping into existing social networks and respecting their desire for relational community involvement can be effective to engage this persona.

Co-creation

Low pressure opportunities for gentle contribution and involvement are welcome. These could include invitations to share their life experiences and stories, especially if these take place in comfortable, small group settings that honour their identity and knowledge.

Preoccupied Parents
Summary



Preoccupied Parents are young parents with young children. This persona is open to the arts and prefer events which they can enjoy with their family.

They have limited free time and are less engaged in the arts as caregiving and household responsibilities restrict their capacity to participate in cultural activities. Despite this, they remain open to the arts with their participation driven by child-enriching motivations. This group is not deterred by ticket prices or central locations.

9% of the population

9/12 Engagement rank

Adults with young children (less than 12 years old)

82% are 30 - 44 years old

Age Range

- **6%** 25 - 29 years old
- **25%** 30 - 34 years old
- **36%** 35 - 39 years old
- **21%** 40 - 44 years old
- **8%** 45 - 49 years old

76% physically healthy

35% interest

(% who strongly agree or agree that they are interested in the arts)

66% have attended physically

55% have attended digitally

Preoccupied Parents
Arts & Heritage Location Visitation Patterns

Preoccupied Parents visit arts and heritage areas relatively frequently. Of these areas, they are most likely to visit Orchard and Bras Basah Bugis on a weekly basis.

Q: How many days per week do you visit each of the following areas?

Orchard
Visited at least once: **35%**
Only 1 day: **21%**
Between 2 - 4 days: **10%**
Between 5 - 7 days: **4%**

River Valley
Visited at least once: **10%**
Only 1 day: **6%**
Between 2 - 4 days: **3%**
Between 5 - 7 days: **1%**

Chinatown
Visited at least once **21%**
Only 1 day: **12%**
Between 2 - 4 days: **6%**
Between 5 - 7 days: **3%**



Kampong Glam
Visited at least once: **13%**
Only 1 day: **8%**
Between 2 - 4 days: **3%**
Between 5 - 7 days: **2%**

Bras Basah Bugis
Visited at least once: **24%**
Only 1 day: **15%**
Between 2 - 4 days: **6%**
Between 5 - 7 days: **3%**

Civic District
Visited at least once: **21%**
Only 1 day: **10%**
Between 2 - 4 days: **6%**
Between 5 - 7 days: **5%**

Preoccupied Parents Explained

Life stage, Lifestyle & Profile

Preoccupied Parents are adults with young children who have lower arts engagement due to their life stage rather than a lack of interest. They are navigating parenthood with increased responsibilities for childcare and household management. Their focus has shifted from personal interest to family wellbeing, and their cultural engagement is often linked to what is suitable or beneficial for their children.

They are more likely to trust schools and other family-focused institutions to provide enriching experiences, which helps alleviate their own planning burden, as they are likely also to be involved in work-place activities.

> If it is something my kid enjoys and we can do it together, I am in — even if I am running on two hours of sleep.

Likes & Motivations

Their engagement with arts and culture is highly influenced by their children and the need either to have a break from them or involve them in cultural activities. As new parents, they may also be drawn by the possibility for nostalgia that evoke memories of their younger selves. They may attend more arts events once their children are older and they have more free time.

Dislikes & Barriers

While generally favourable toward arts and culture, they are severely constrained by childcare needs. This includes lacking the mental space to consider and plan to attend events, and may also mean avoiding events that are overwhelming, overly conceptual or emotionally demanding.

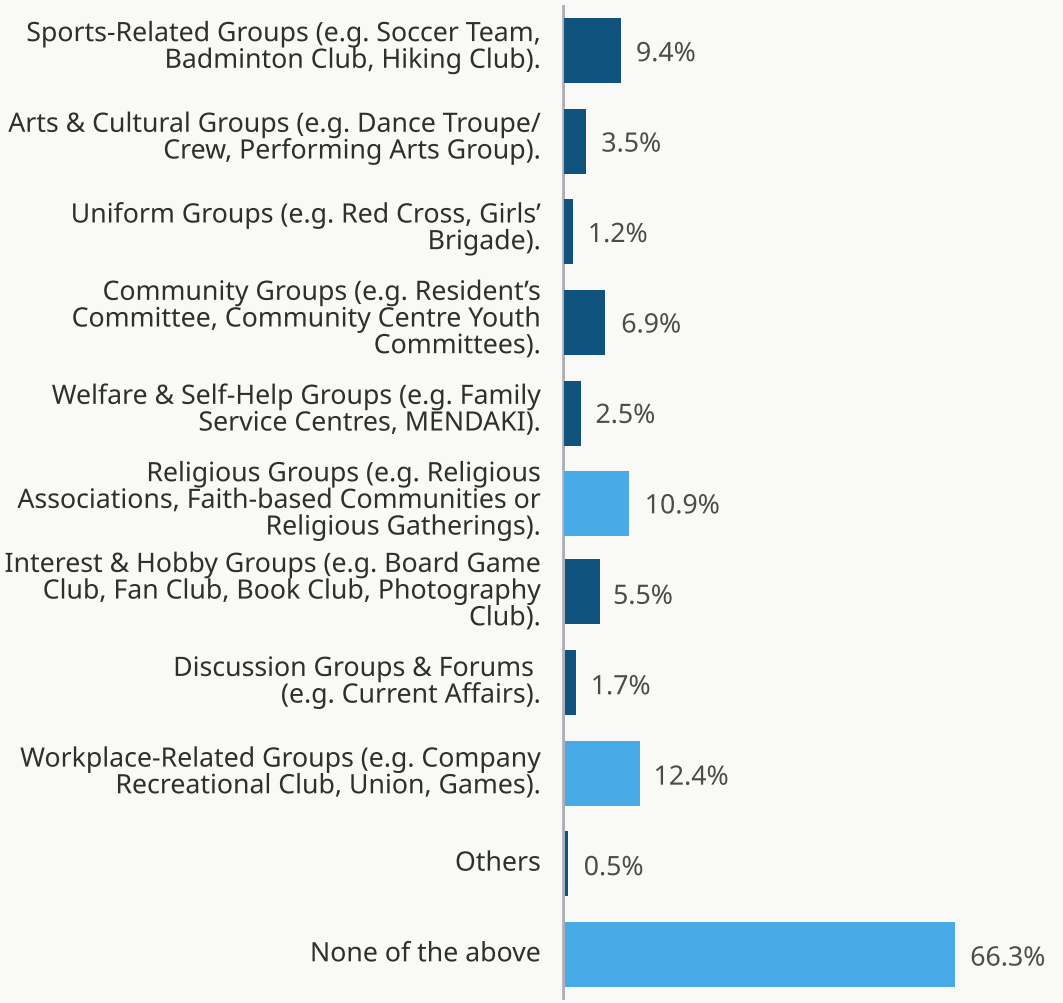
Events that cannot include their children will be strongly deprioritised, as will venues that do not accommodate relevant needs such as parking, child access or convenient transport options.

Preoccupied Parents Explained

Given the time spent on work commitments, Preoccupied Parents are significantly more likely to participate in workplace-related groups.

% Participation in social groups

Q: Which of the following social groups have you been involved in during the last 12 months?

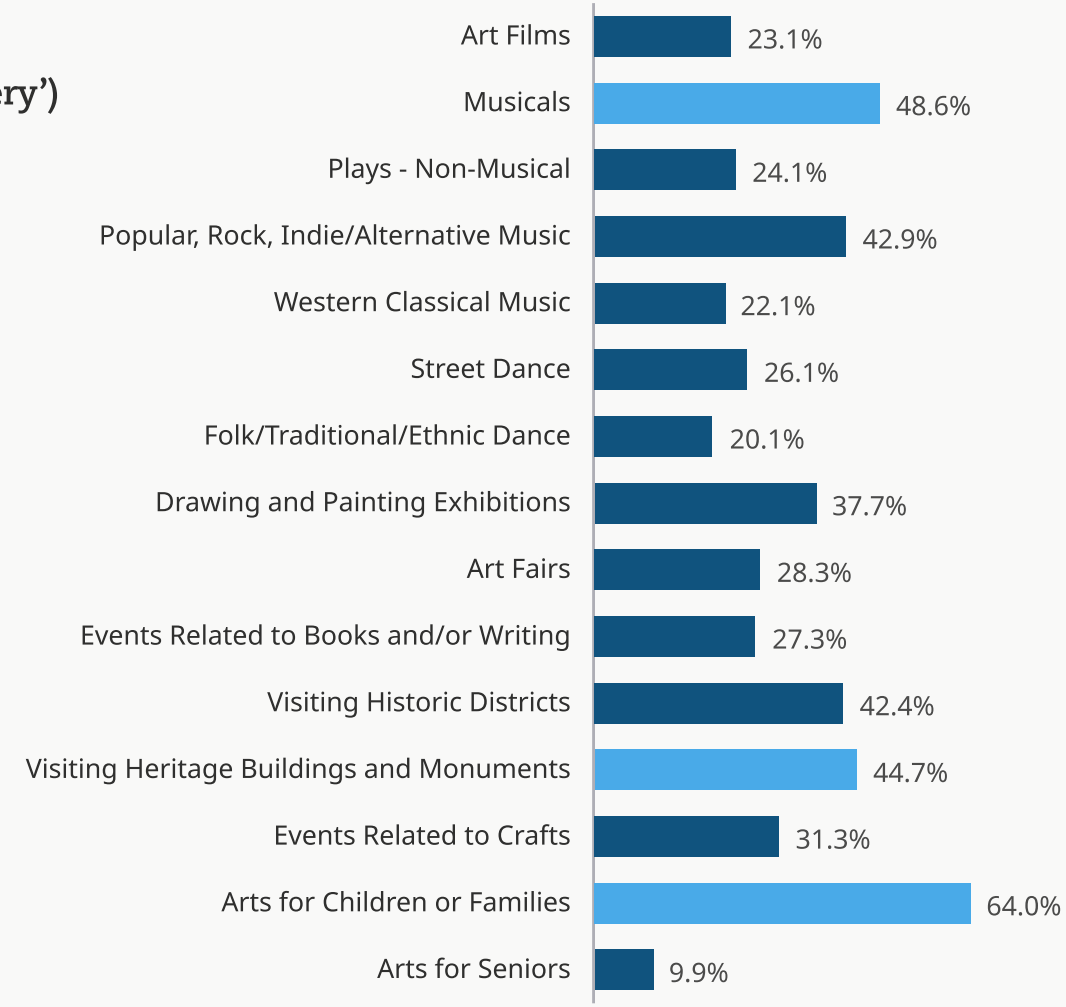


Preoccupied Parents Explained

Preoccupied Parents express more interest in art programmes for children or families, and drawing or painting exhibitions.

Interest in artforms (% 'Quite' or 'Very')

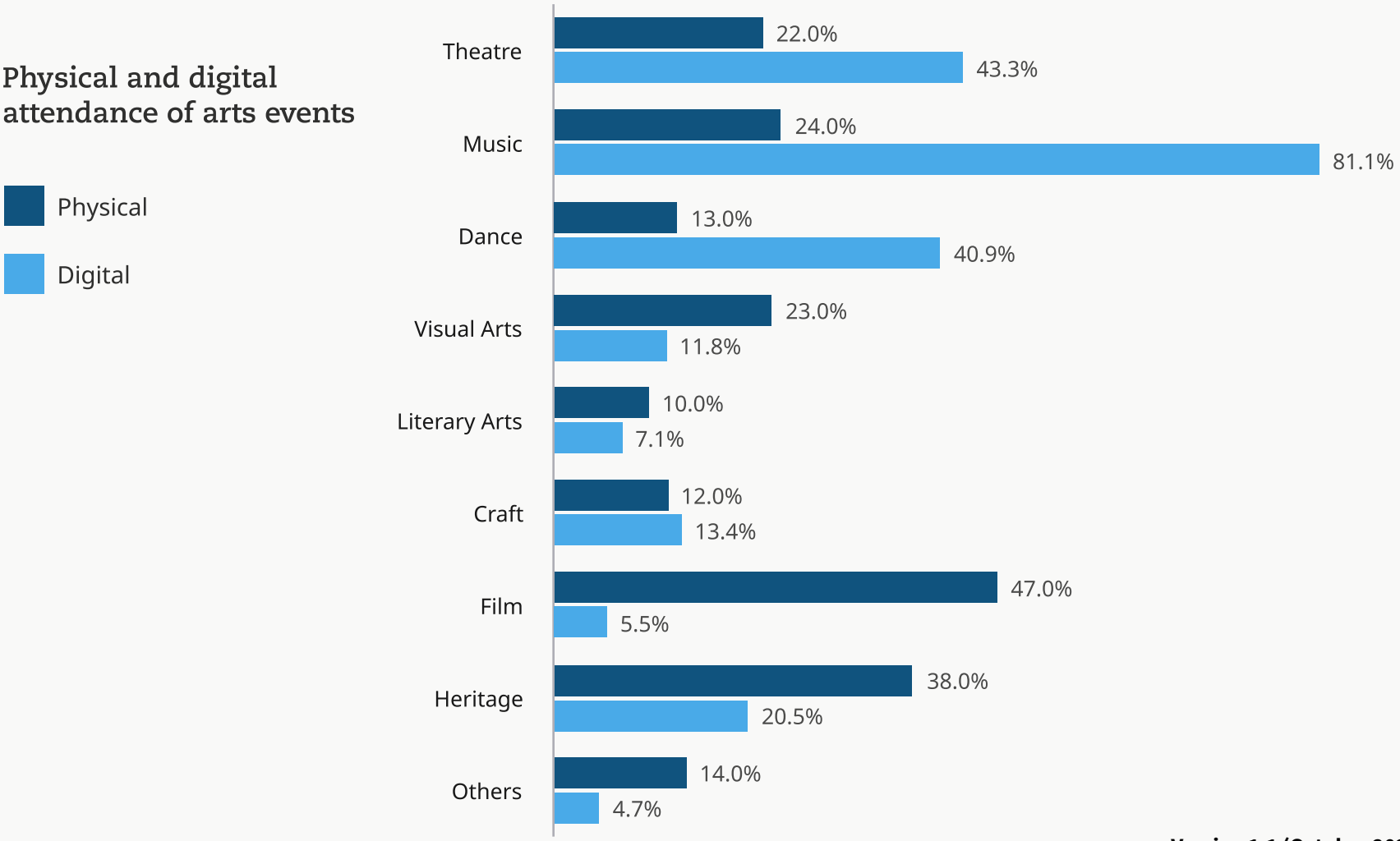
Q: To what extent would you describe your interest in the following genres/types of arts and cultural events and activities?



Preoccupied Parents Explained

Preoccupied Parents are more likely to physically attend artforms like theatre and film events.

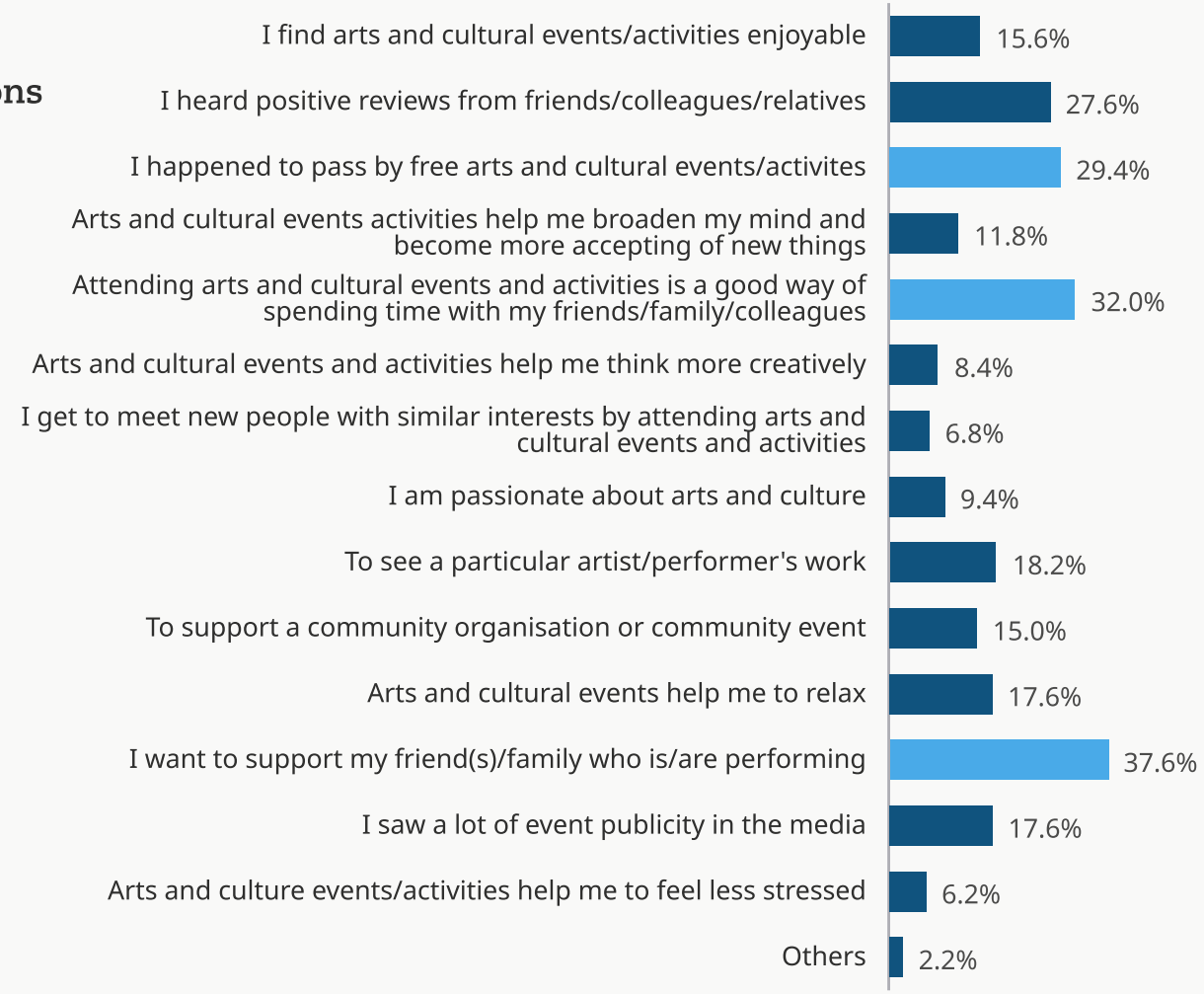
Physical and digital attendance of arts events



Preoccupied Parents Explained

Preoccupied Parents are much more likely to be motivated by word of mouth, as well as spending time with family or friends.

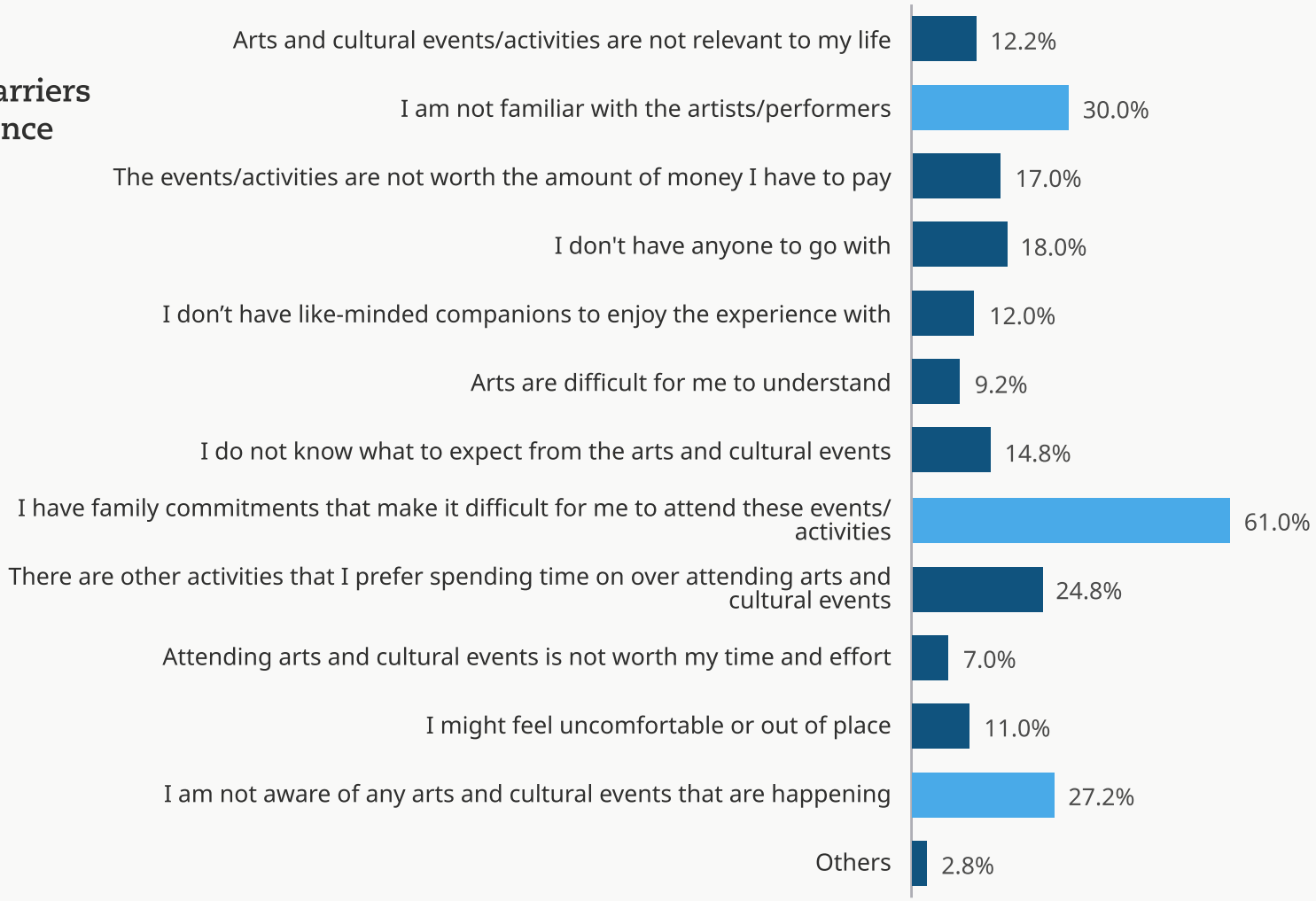
General motivations to attendance



Preoccupied Parents Explained

Family commitments are a key consideration for this group.

General barriers to attendance



Preoccupied Parents
How to Engage

Programming

Preoccupied Parents are looking for programmes that involve their children. These can mean different formats that allow participants to attend as a family or with other children and families. Educational content or activities which promote learning in enjoyable ways are also important and these could include digital events that can be enjoyed at home.

This persona may also be drawn to light, nostalgic arts and culture events that reconnect them with their past and offer moments of escapism.

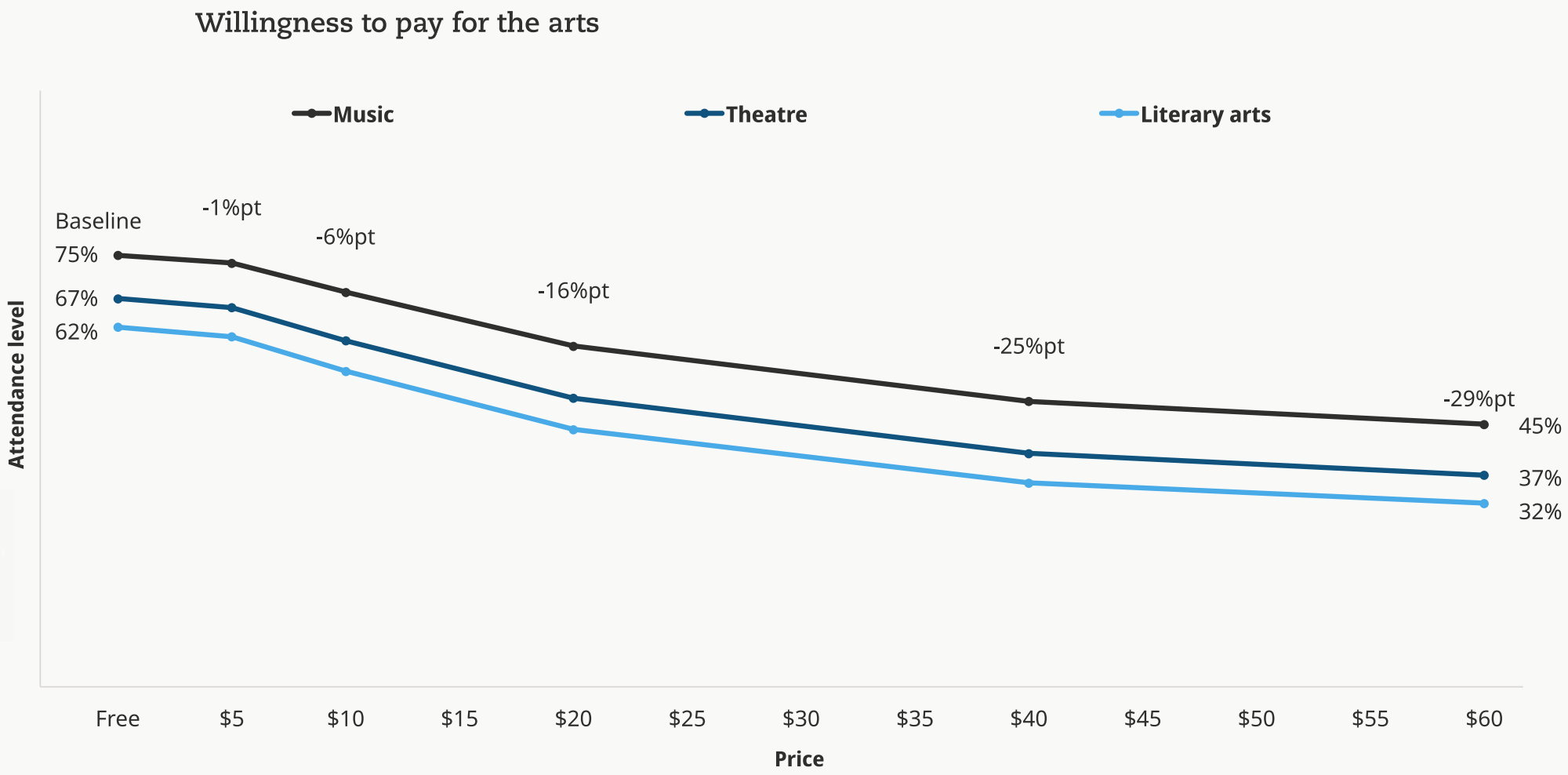
Place & Time

Events need to be close to home and suited to busy, unpredictable schedules. Venues that already cater to children will be ideal — such as community centres, museums, libraries, children's theatres or school and nursery locations. Relaxed environments are also recommended. Ideal times are weekend mornings whilst weekday evenings may not be preferred, as parents are tired after work and their young children typically require earlier bedtimes.

Price

Preoccupied Parents are sensitive to perceived value and practicality. If they value an activity positively, they are prepared to pay for it and are much less price conscious than other groups. They are open to family deals and bundles, especially those that add bonus elements for their child as part of the ticket.

Preoccupied Parents
How to Engage

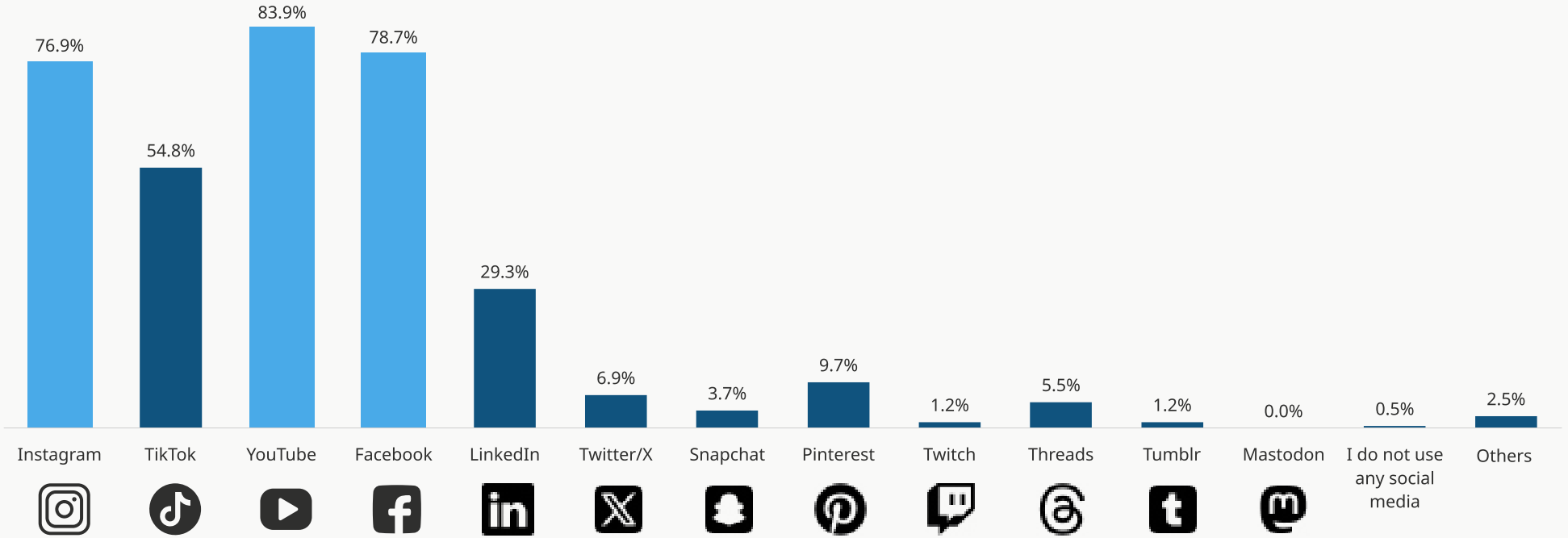


Preoccupied Parents
How to Engage

Preoccupied Parents use social media actively. Their use of platforms is diverse, and they are more likely to use Instagram, YouTube, Facebook and LinkedIn.

Overall usage of social media platforms

Q: Which of the following social media platforms have you used in the past year? Please select all that apply.



Preoccupied Parents
How to Engage

Communication

Preoccupied Parents are digitally connected but time-constrained, so communication strategies must be targeted, relevant, quick and easy to break through their busy routines.

Family focused digital platforms such as on Instagram that use visually engaging content will be appealing, as will linking up with parenting groups on Facebook. Additionally, as they spend considerable time at work, workplace-related initiatives or programmes might also be effective modes of communicating with this persona. Word of mouth and social networks remain prime means of communication.

Messages should be timely, targeted, emotionally meaningful, and logistically clear.

Community

Their sense of community is practical, purpose-driven and rooted in their roles as parents, rather than a deep-seated civic or cultural commitment. They value community as a support structure to which they can both contribute and from which they can benefit.

Co-creation

Their attitude to co-creativity is shaped by their pragmatic real life needs to interact with other like-minded or similarly situated people (parents). In this context, participation is less about personal expression and more about shared, purposeful engagement with their children. For instance, creating opportunities for their children to interact with performances rather than simply observe them, may be preferred.

Occasional Fans
Summary



Occasional Fans do not often attend the arts as they are time starved working professionals. They focus on mainstream or accessible artforms, and prefer to attend music events online.

16% of the population

10/12 Engagement rank

Early arts exposure was minimal and often limited to school activities. As adults, they are more interested in the arts as a means of relaxation, socialising or supporting a partner. Music is their favourite artform, followed by visual arts like drawing and painting. They report lower life satisfaction, with concerns centred around work-life balance, career progression, and affordability, reflecting their professional pressures.

Adults with no children

63% are 25 - 44 years old

Age Range

- **10%** 20 - 24 years old
- **20%** 25 - 29 years old
- **19%** 30 - 34 years old
- **13%** 35 - 39 years old
- **11%** 40 - 44 years old
- **7%** 45 to 49 years old
- **7%** 50 to 54 years old
- **6%** 54 to 59 years old
- **4%** 60 to 64 years old



73% physically healthy



30% interest

(% who strongly agree or agree that they are interested in the arts)



59% have attended physically



51% have attended digitally

Occasional Fans
Arts & Heritage Location Visitation Patterns

Occasional Fans are more likely to have visited Orchard, River Valley and Kampong Glam at least 2-4 days in a typical week.

Q: How many days per week do you visit each of the following areas?



Orchard
Visited at least once: **46%**
Only 1 day: **23%**
Between 2 - 4 days: **16%**
Between 5 - 7 days: **7%**

River Valley
Visited at least once: **13%**
Only 1 day: **6%**
Between 2 - 4 days: **5%**
Between 5 - 7 days: **2%**

Chinatown
Visited at least once **29%**
Only 1 day: **17%**
Between 2 - 4 days: **9%**
Between 5 - 7 days: **3%**

Kampong Glam
Visited at least once: **13%**
Only 1 day: **6%**
Between 2 - 4 days: **6%**
Between 5 - 7 days: **1%**

Bras Basah Bugis
Visited at least once: **28%**
Only 1 day: **13%**
Between 2 - 4 days: **11%**
Between 5 - 7 days: **4%**

Civic District
Visited at least once: **19%**
Only 1 day: **8%**
Between 2 - 4 days: **8%**
Between 5 - 7 days: **3%**

Occasional Fans Explained

Life stage, Lifestyle & Profile

This is a persona with a broad age range, although the majority are in their late 20s to early 40s. Their life is defined by high work demands, often extending into weekends, which leaves little time for leisure or cultural exploration. As working adults who can afford occasional spending, their lack of time poses a greater barrier to attendance than cost considerations. Their daily routines revolve around work and workplace-related activities which define both their social structure and personal rhythm. They are most active in workplace-related social groups and tend to use public transport.

They report lower levels of happiness and life satisfaction, likely due to work-related stress and lack of downtime. Consequently, in terms of the arts, they are looking for relaxation, familiarity and accessibility, with minimal disruption to their busy, work-driven lives.

> I will not go out of my way for it, but if it is an enjoyable show, good value, and someone I know is performing, I am in.

Likes & Motivations

Occasional Fans consider the arts as a leisure activity and therefore look for a 'good time' or downtime entertainment to distract or escape their daily pressures and responsibilities. They enjoy experiences that can be easily discussed or talked about, either digitally or in person and with their work colleagues. They gravitate toward blockbuster productions with cultural buzz, as well as popular music and film with recognisable names and familiar formats.

Dislikes & Barriers

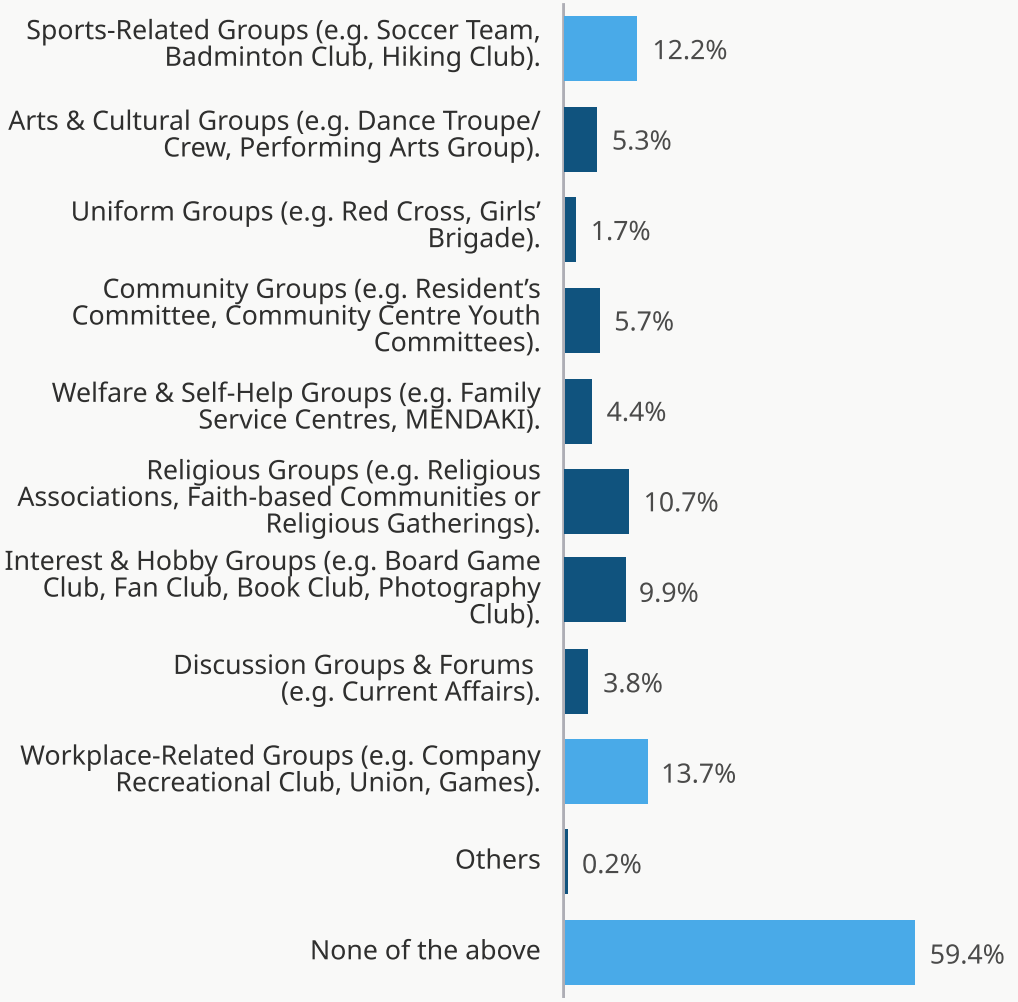
Whilst open to engaging in arts and cultural experiences, their biggest barrier is time, and therefore are looking for events which are available and accessible at convenient times. They are not actively looking out for events so these need to be directly promoted to them, most preferably through social media. Unknown artists or obscure events present significant barriers, with this group looking for something that is 'known' and familiar.

Occasional Fans Explained

Occasional Fans are likely to be involved in sports-related and workplace-related groups.

% Participation in social groups

Q: Which of the following social groups have you been involved in during the last 12 months?

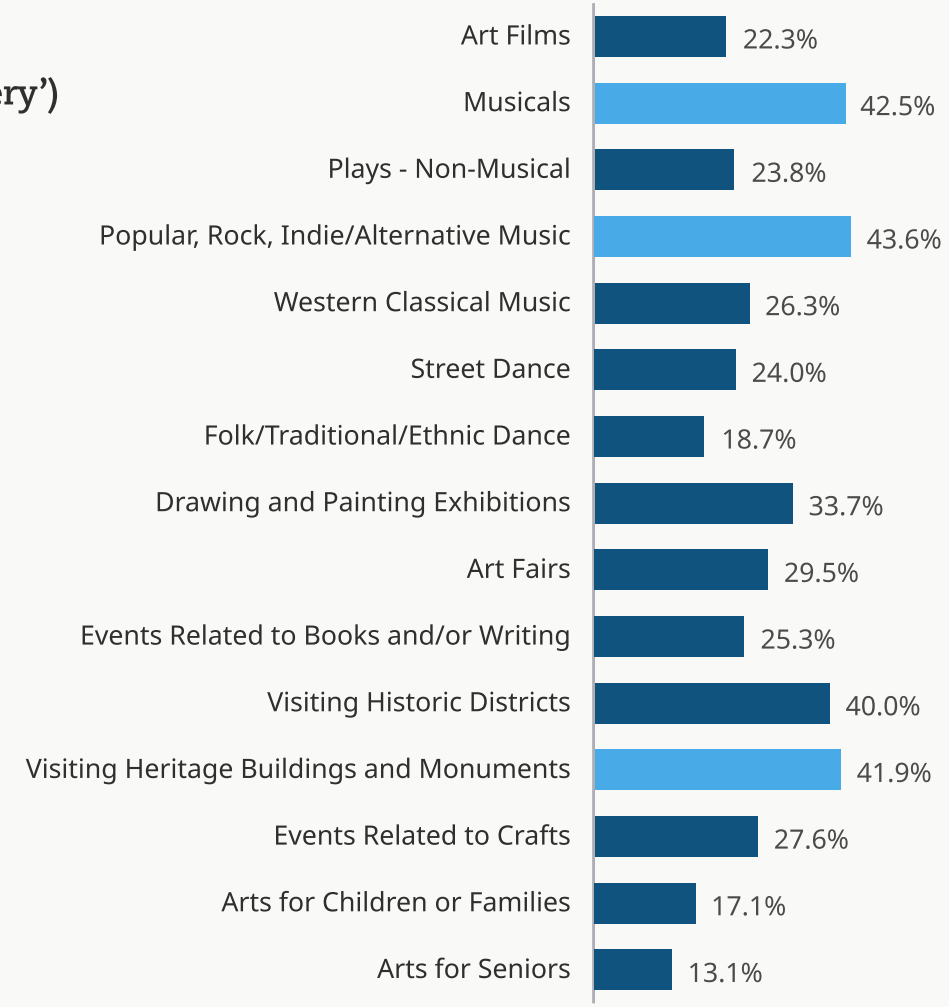


Occasional Fans Explained

Experiences related to music may intrigue them more than other artforms, although they may also be interested in drawing and painting exhibitions.

Interest in artforms (% 'Quite' or 'Very')

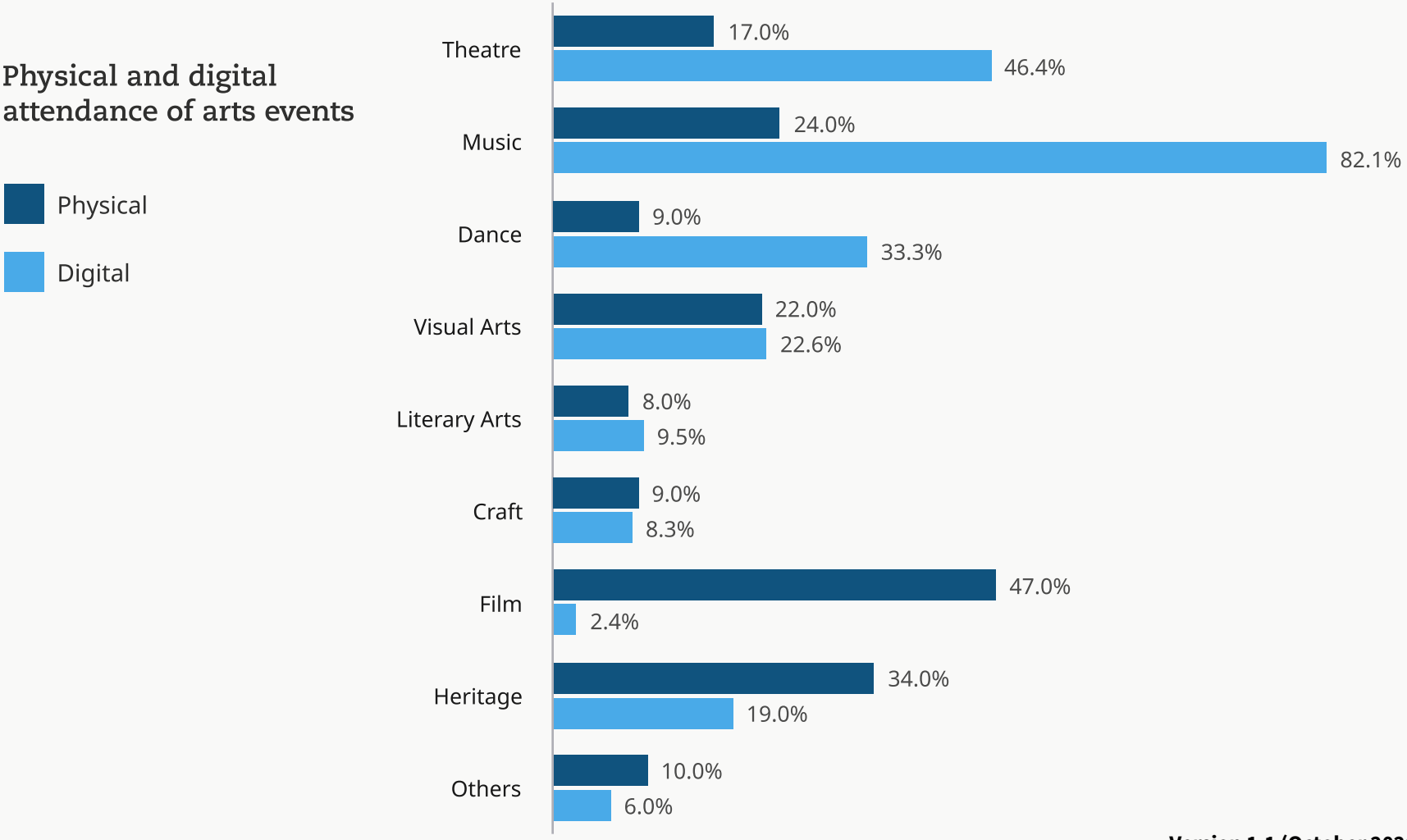
Q: To what extent would you describe your interest in the following genres/types of arts and cultural events and activities?



Occasional Fans Explained

Occasional Fans are most likely to attend film and heritage-related events in-person and enjoy attending digital theatre, music and dance events.

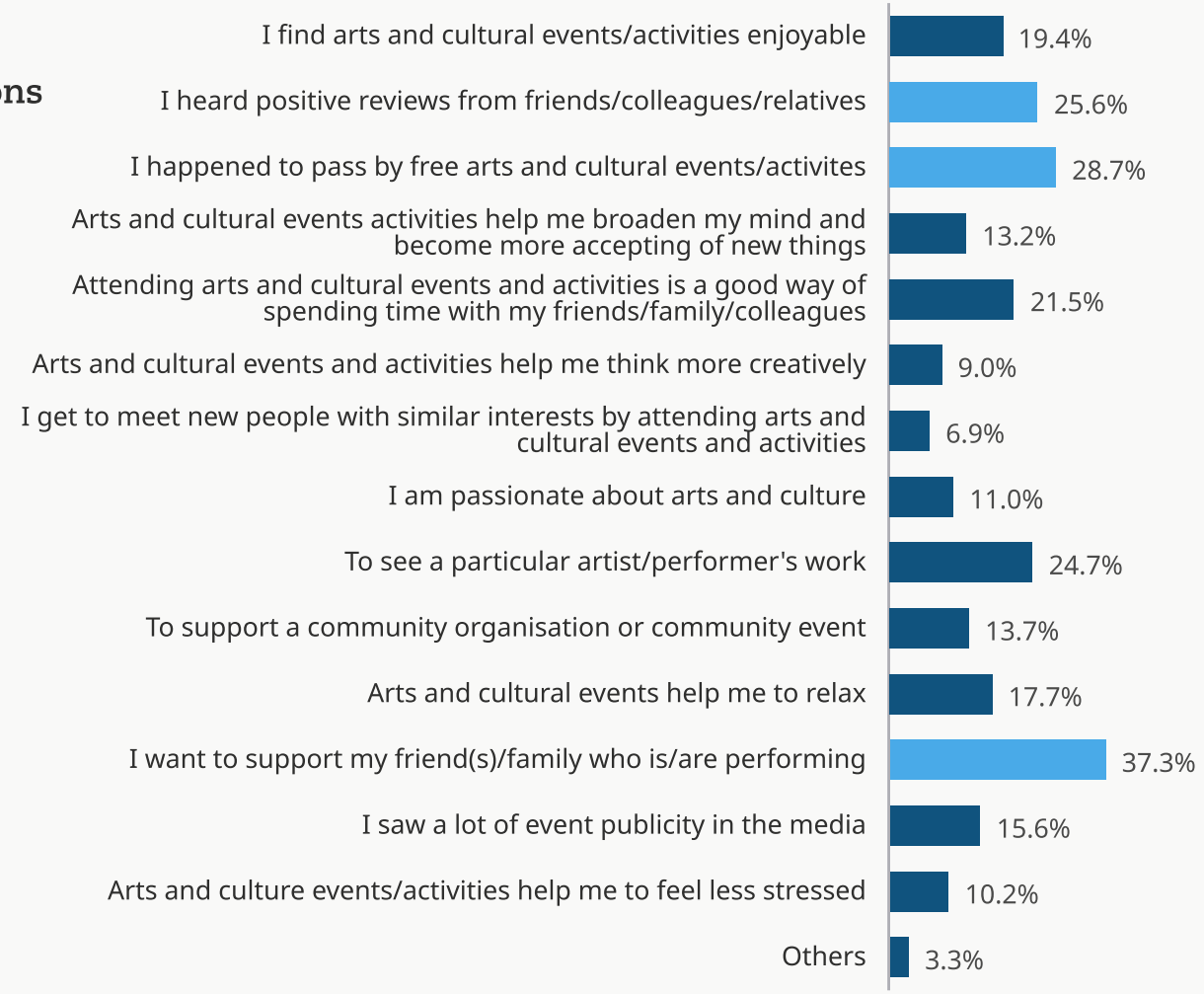
Physical and digital attendance of arts events



Occasional Fans Explained

Occasional Fans are more motivated to attend by seeing a particular artist's work.

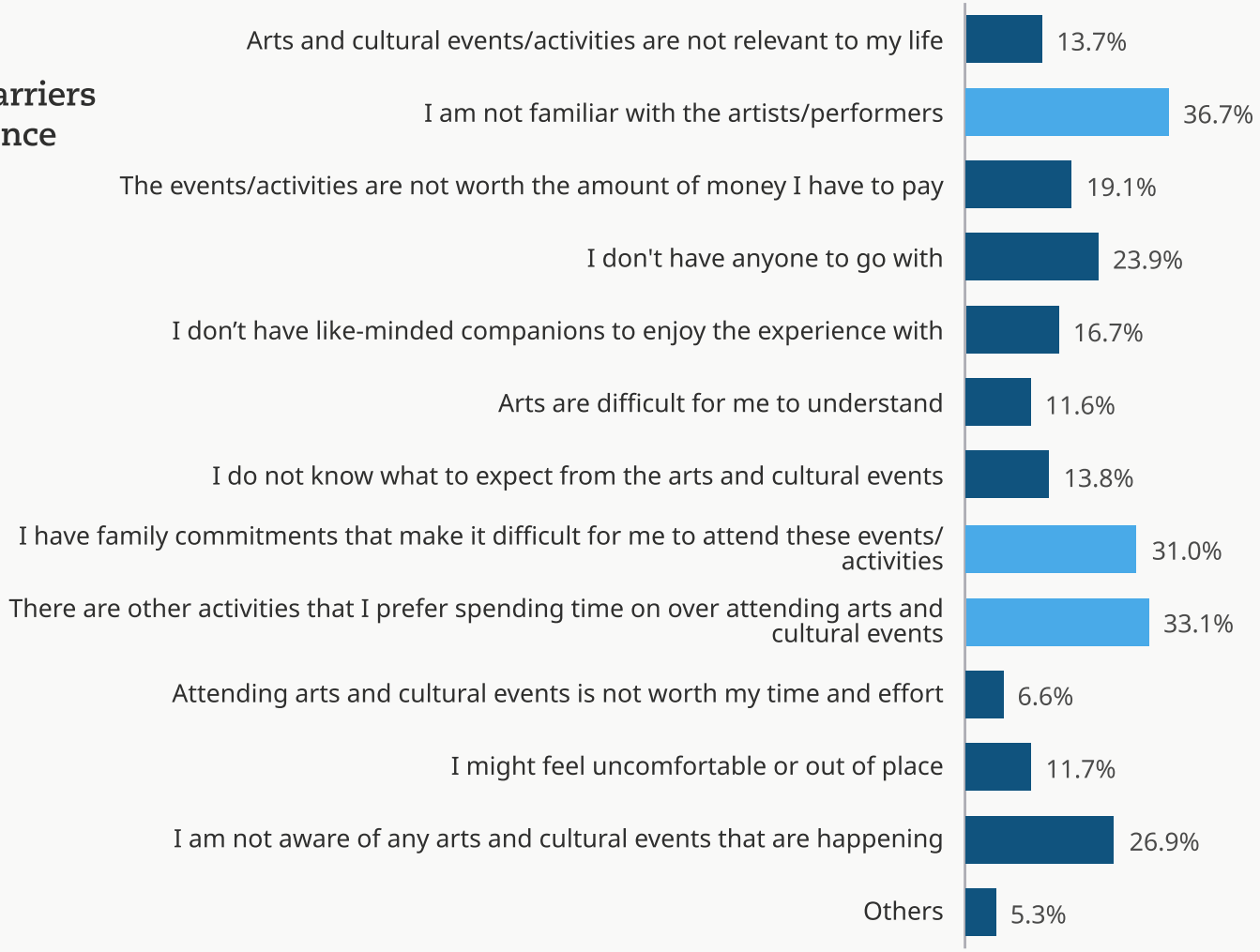
General motivations to attendance



Occasional Fans Explained

Unfamiliarity with the artist is the biggest barrier to attendance when compared to the rest of the population.

General barriers to attendance



Occasional Fans
How to Engage

Programming

Successful programming should emphasise familiarity, fun, relaxation and convenience. This might include live music featuring popular genres or well-known performers. They may be persuaded to enjoy different cultural formats such as rooftop music evenings, outdoor concerts with food vendors, or music-and-movie pairings. Events that combine social and music elements such as pop-up events or open-air theatre may also appeal, as might hybrid activities, provided they are framed in a non-intimidating way.

Other entertaining, accessible artforms that are not intellectually demanding, such as comedy nights or film screenings, are also recommended.

Place & Time

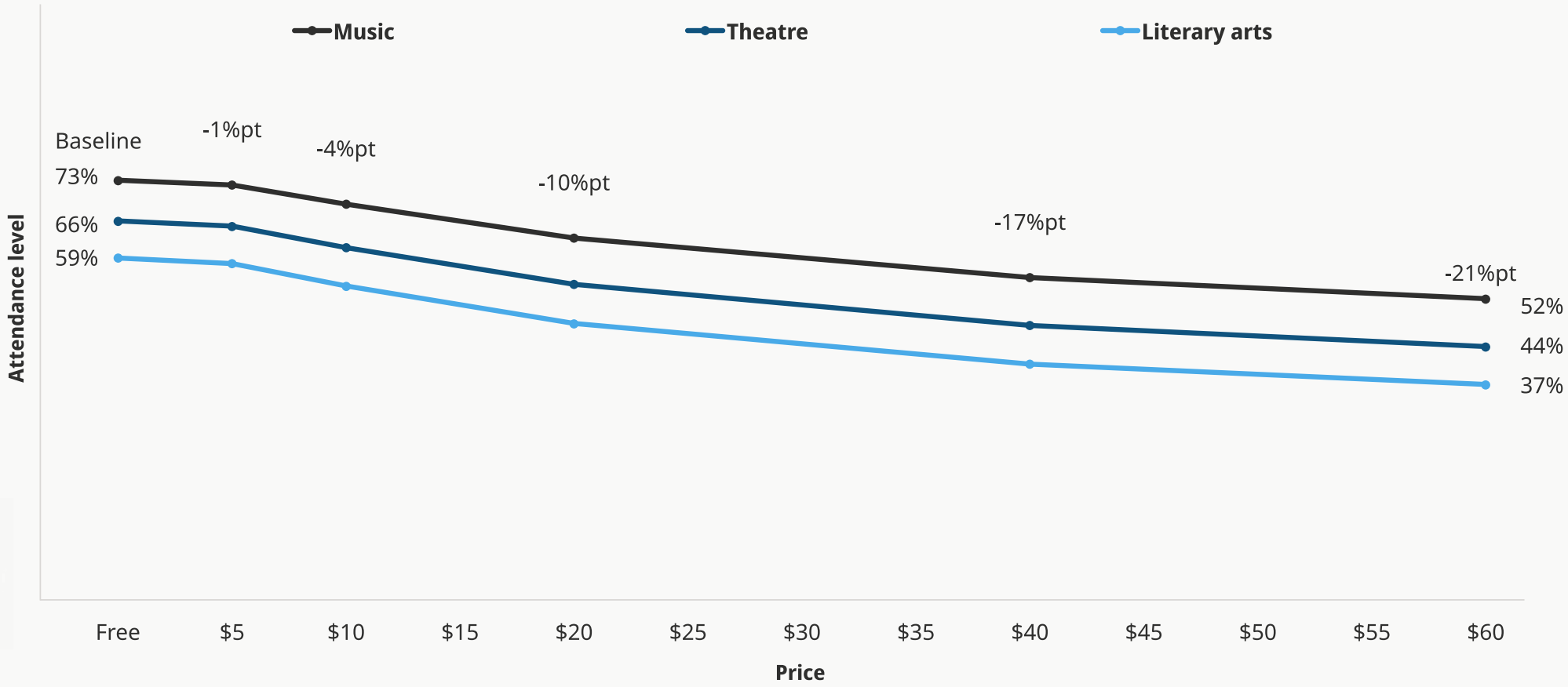
Place and time are vital considerations, with preferred locations being in central Singapore and near to their work places. Events in distant or lesser-known areas are unlikely to be considered unless other strong motivations are present. Time is at a premium for this work-dominated group, even if this is more perceived than real. Therefore, convenient timings and the need to fit busy schedules are very important.

Price

While financially comfortable, they are interested in value-for-money experiences. Special deals such as corporate tie-ups may also be worth considering.

Occasional Fans
How to Engage

Willingness to pay for the arts

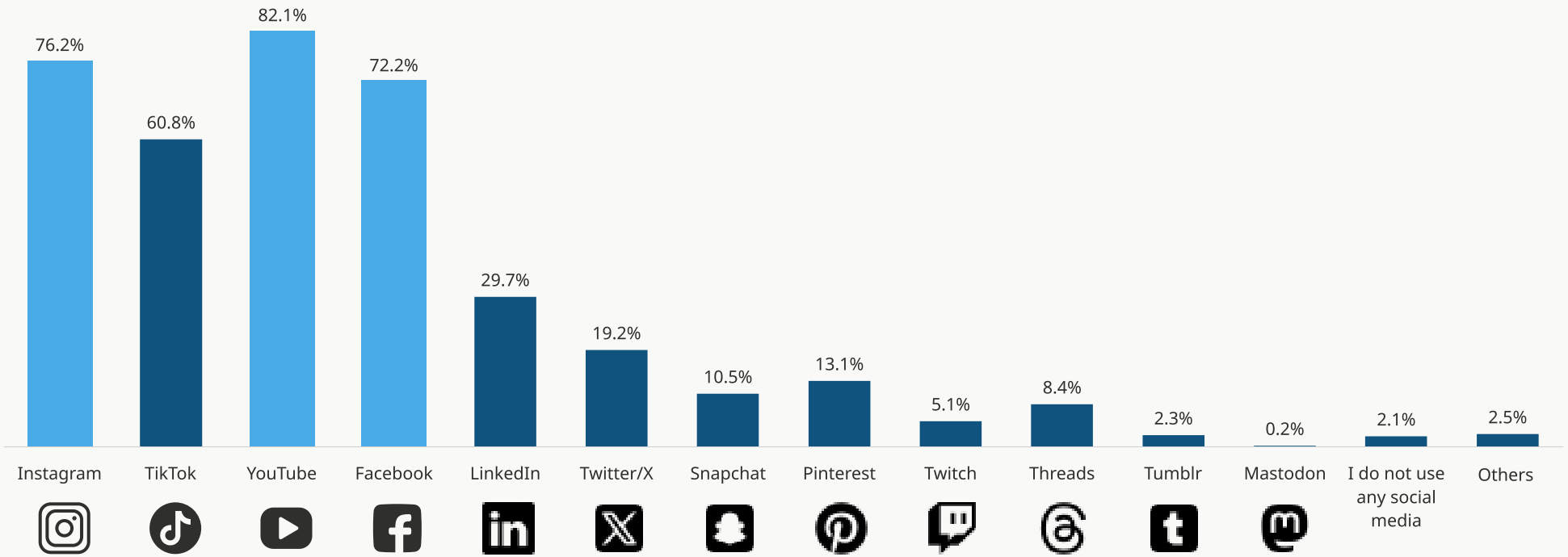


Occasional Fans
How to Engage

YouTube is their primary social media platform, followed by Instagram and Facebook.

Overall usage of social media platforms

Q: Which of the following social media platforms have you used in the past year? Please select all that apply.



Occasional Fans
How to Engage

Communication

Occasional Fans do not tend to be on the look out for events. Therefore, proactive promotion to this persona is important. Communication must be targeted, visually engaging, and clearly beneficial to break through their attention filters.

Well-used and targeted social media is important, particularly through their favourite platforms: YouTube, Instagram and Facebook. They are persuaded by reviews from people they respect or know and are influenced by recommendations, testimonials and quotes from lifestyle influencers. Small nudges such as a free drink or bonus material will also have an impact. To engage them effectively, it is useful to think like a lifestyle brand, not a cultural institution — keeping it light, fast and fun.

Community

Their community connections are less about emotional belonging and more about convenience, familiarity, and shared routines. They are more likely than other groups to socialise with work colleagues, and have less affinity for broader or abstract ideas of community.

Co-creation

Occasional Fans are not naturally inclined towards co-creation in the arts, as their engagement style is predominantly passive, convenience-driven, and experience-focused, making them more comfortable as audience members than contributors.

However, they may be drawn to participate in co-creative situations through intelligent use of digital and social media forms, particularly if there is a connection with their working lives, perhaps in the sense of ‘away-days’ or retreats. Otherwise, their view of the arts is more about passive consumption than active participation.

Pragmatic Parents
Summary



Pragmatic Parents are 'pre-senior' Singaporeans with older children, comprising a large part of the population. They spend most of their free time on activities such as socialising and exercising.

They are community driven and prefer attending an arts event in traditional formats such as theatre or heritage events and typically attend with family and friends.

16% of the population

11/12 Engagement rank

Adults with older children (more than 12 years old)

86% are 45 - 64 years old

Age Range

- **10%** 40 - 44 years old
- **18%** 45 - 49 years old
- **20%** 50 - 54 years old
- **21%** 55 - 59 years old
- **27%** 60 - 64 years old

76% physically healthy

26% interest

(% who strongly agree or agree that they are interested in the arts)

53% have attended physically

46% have attended digitally

Pragmatic Parents
Arts & Heritage Location Visitation Patterns

Pragmatic Parents only occasionally visit areas known for arts and heritage – in particular, they are less likely to visit Kampong Glam, Bras Basah Bugis, the Civic District and Orchard.

Q: How many days per week do you visit each of the following areas?



Orchard
Visited at least once: **23%**
Only 1 day: **12%**
Between 2 - 4 days: **7%**
Between 5 - 7 days: **4%**

River Valley
Visited at least once: **8%**
Only 1 day: **4%**
Between 2 - 4 days: **3%**
Between 5 - 7 days: **1%**

Chinatown
Visited at least once **26%**
Only 1 day: **15%**
Between 2 - 4 days: **8%**
Between 5 - 7 days: **3%**

Kampong Glam
Visited at least once: **9%**
Only 1 day: **4%**
Between 2 - 4 days: **3%**
Between 5 - 7 days: **2%**

Bras Basah Bugis
Visited at least once: **19%**
Only 1 day: **12%**
Between 2 - 4 days: **5%**
Between 5 - 7 days: **2%**

Civic District
Visited at least once: **12%**
Only 1 day: **6%**
Between 2 - 4 days: **4%**
Between 5 - 7 days: **2%**

Pragmatic Parents Explained

Life stage, Lifestyle & Profile

Pragmatic Parents have grown-up children and their lives are largely dominated by work. This persona has a pragmatic, responsibility-laden lifestyle with selective, purpose-driven engagement, especially with activities that align with their values of family, health and community. When they have free time, they prefer watching TV streaming services to going out to live events.

They are not averse to arts and culture but tend to see it as an optional activity or luxury, which they mostly do not need.

> If it does not take too much effort, and helps support the community I will go. But I am not chasing after the latest art trends.

Likes & Motivations

When they do engage with the arts, they prefer more traditional forms such as theatre or heritage events. They are also more drawn to community-oriented events, local artists, and arts events in heartland areas. Arts and culture events that are linked to their interests in social, physical and mental health are also likely to appeal to them.

Dislikes & Barriers

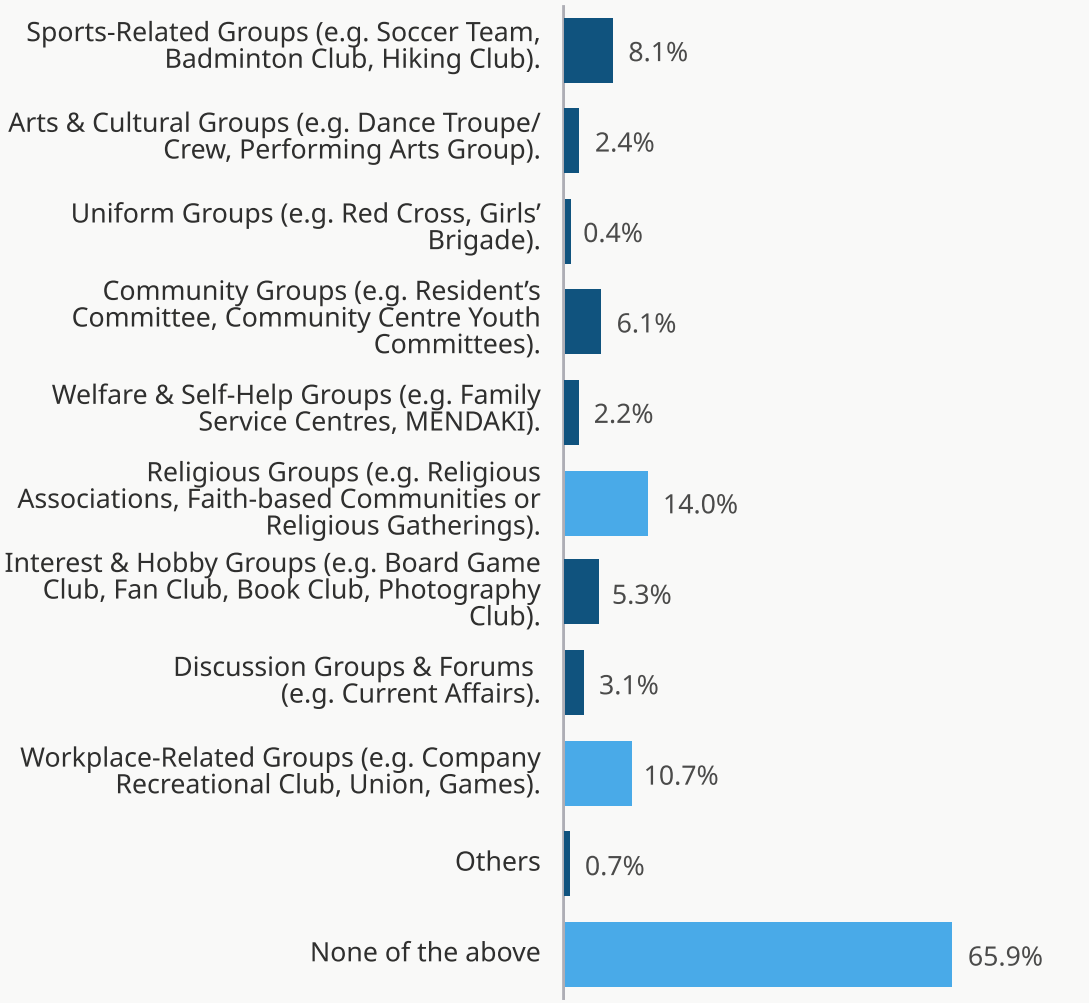
This group is not especially interested in arts and culture, as they do not generally see it as relevant to their daily lives. They therefore struggle to decide what to attend or visit and see the perceived effort required to plan and attend arts events as burdensome. Similar to other passive personas, they are not looking out for arts activities. As their social circles do not engage with the arts, there is little social pressure or encouragement from peers to participate.

Pragmatic Parents Explained

Pragmatic Parents do not frequently participate in social groups.

% Participation in social groups

Q: Which of the following social groups have you been involved in during the last 12 months?

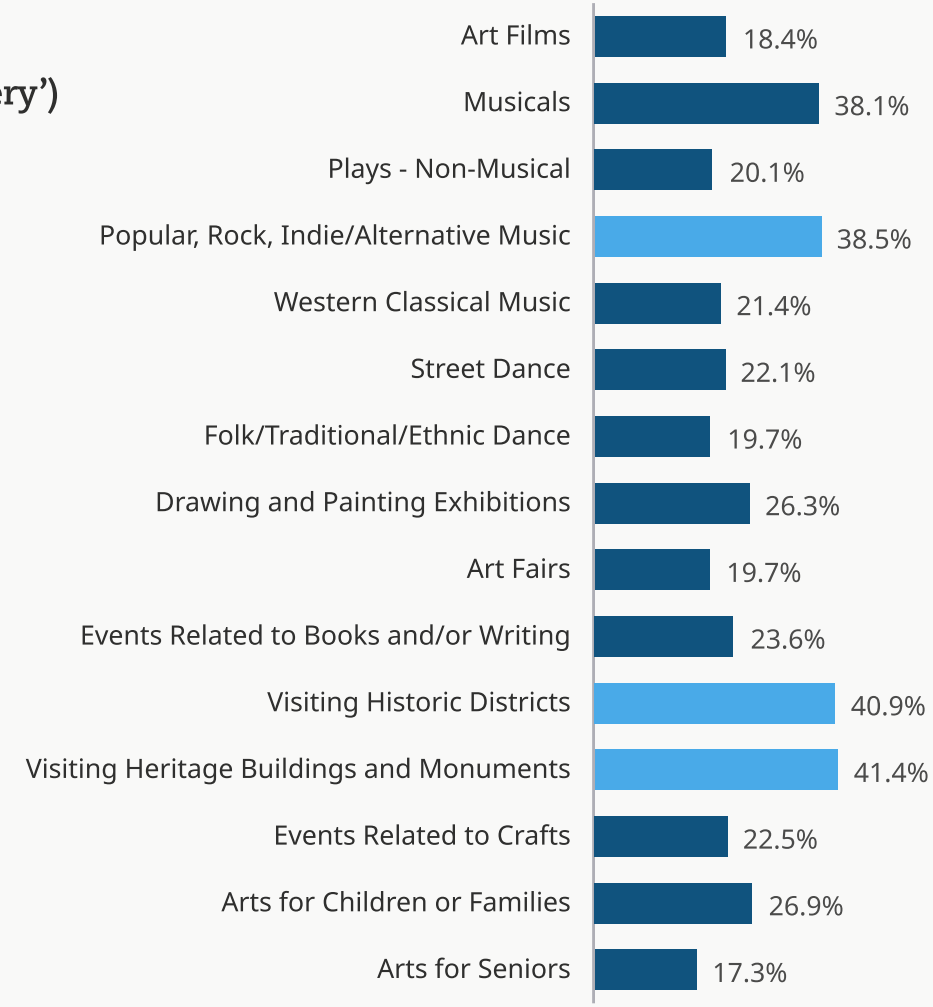


Pragmatic Parents Explained

Overall, their interest in the arts is low. This translates across the different artforms, including popular music, musicals, art events and craft. Heritage events are of relative interest.

Interest in artforms (% 'Quite' or 'Very')

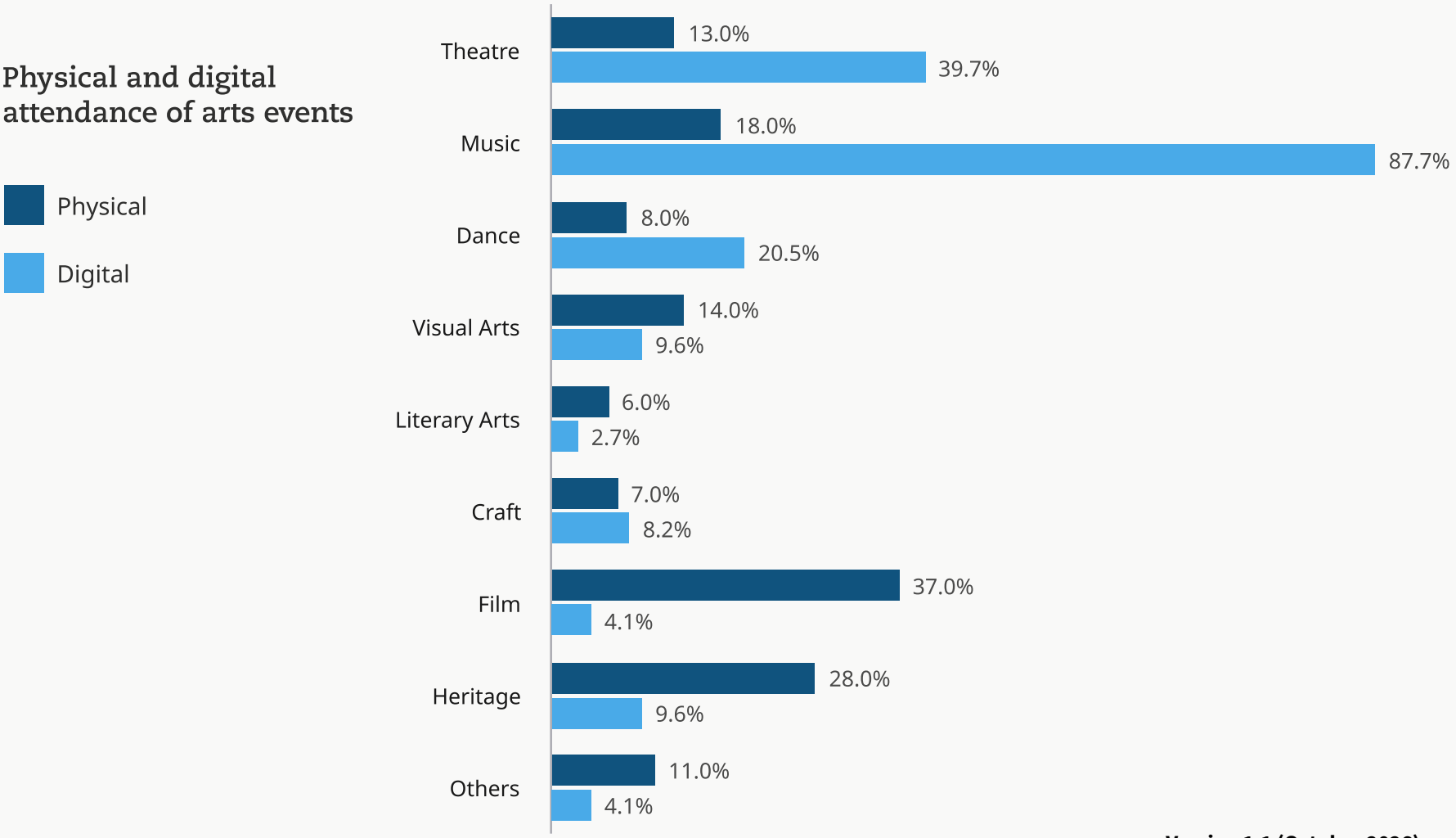
Q: To what extent would you describe your interest in the following genres/types of arts and cultural events and activities?



Pragmatic Parents Explained

Their attendance at events — particularly digital attendance — is low. When they do attend arts events, they are mostly interested in multidisciplinary performances.

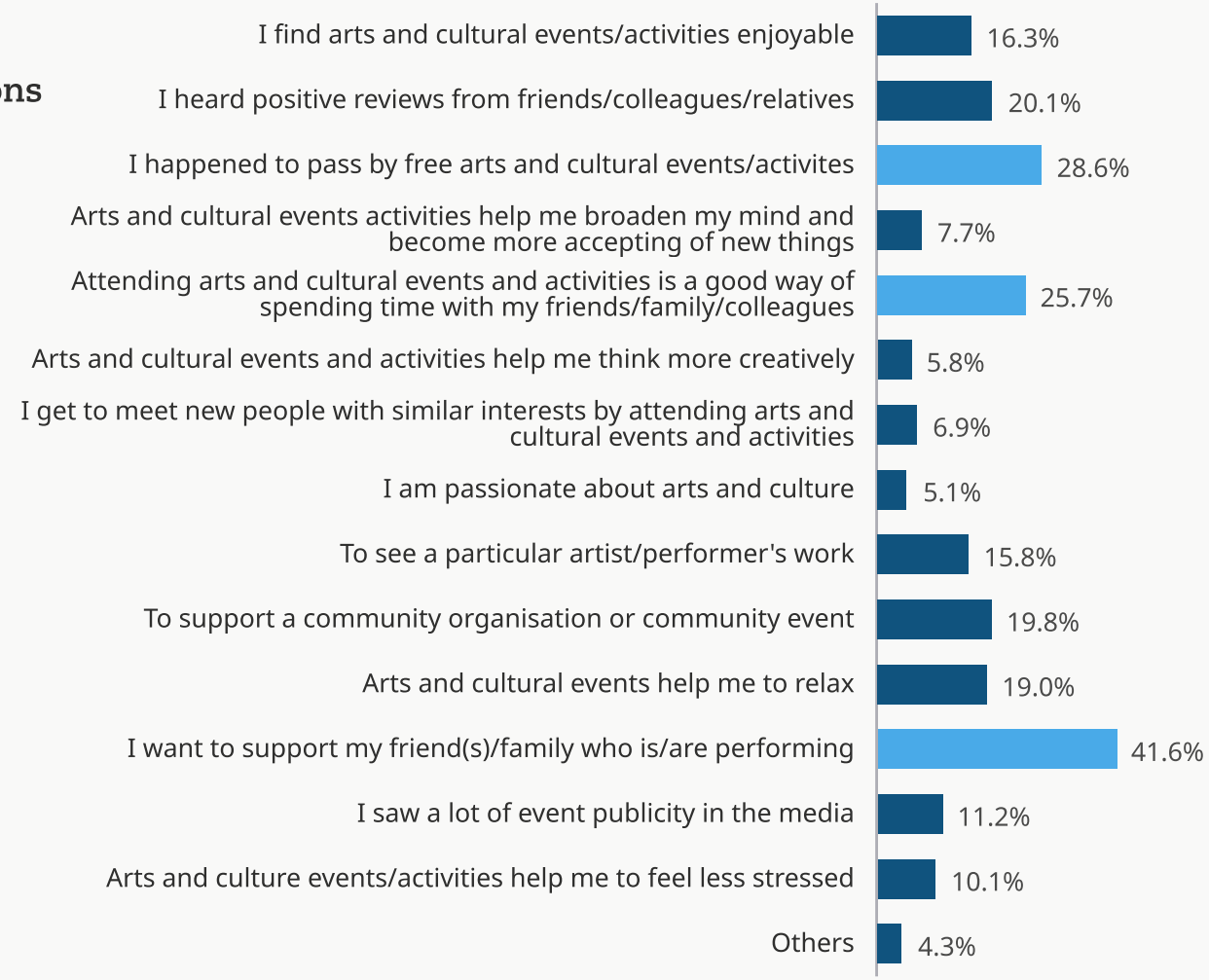
Physical and digital attendance of arts events



Pragmatic Parents Explained

In terms of motivations for attendance, Pragmatic Parents tend to attend to support their friends and family who are performing or may also be interested in free events they discover by chance.

General motivations to attendance



Pragmatic Parents Explained

Barriers to attendance include family commitments and a preference for other activities. They also tend to think that the arts lack relevance to their lives.

General barriers to attendance



Pragmatic Parents
How to Engage

Programming

This is one of the more difficult personas to engage because of their busy lives and they are not readily disposed to look out for arts and culture. However, there may be some possibilities to engage with them, such as aligning with their social or global concerns and physical health priorities. This might include linking to festivals and national events or tapping into their strong sense of community or neighbourhood identity.

Familiar settings and forms are also likely to present good programming strategies. In addition, they may be open to events which they come across without much planning required, such as pop-up installations, outdoor performances or film screenings.

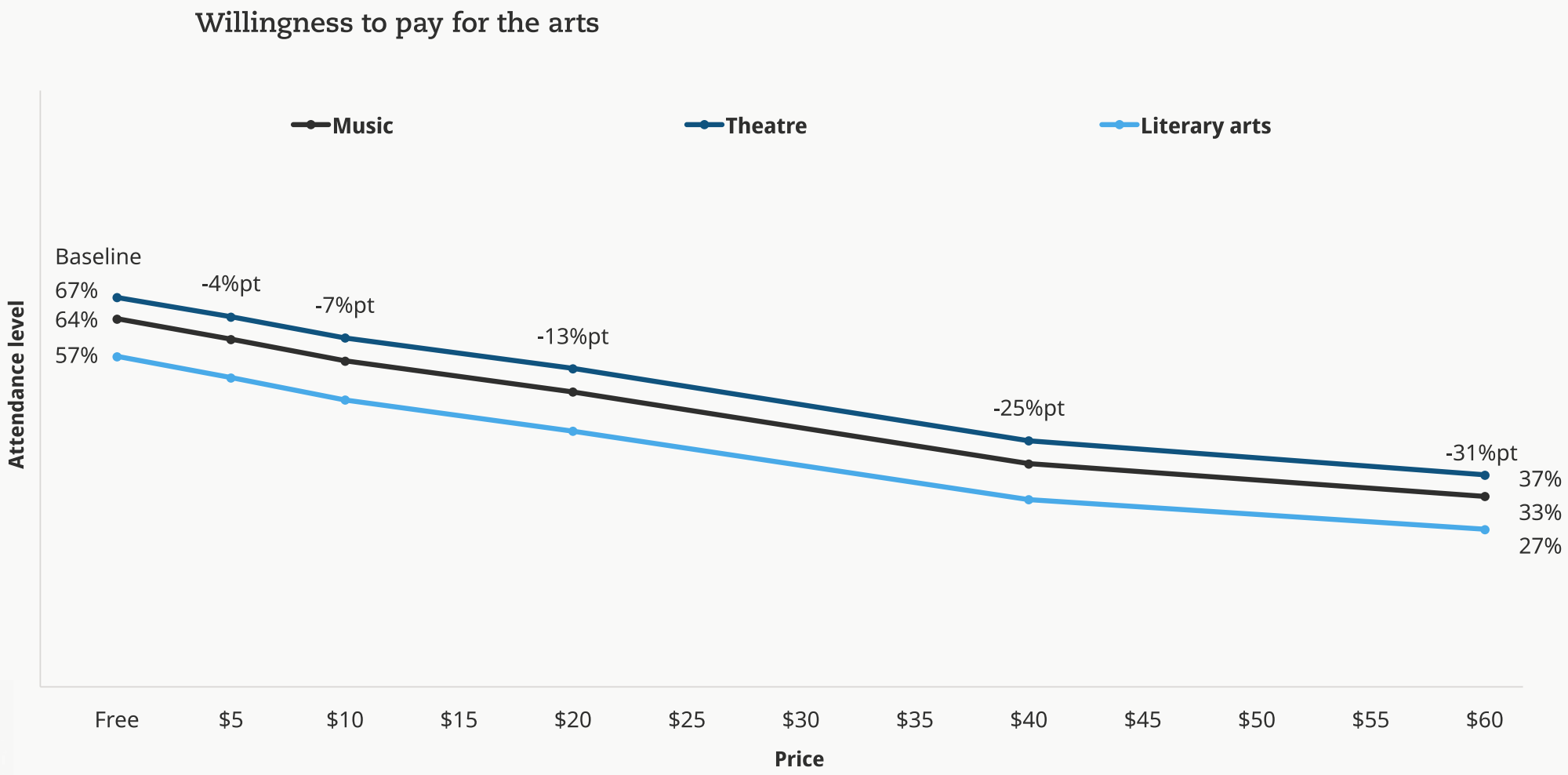
Place & Time

Pragmatic Parents have limited time and attention for arts and culture. However, aligning with their lifestyle needs may encourage engagement, for example by bringing the arts closer to them in heartland locations such as community centres, parks or neighbourhood libraries. Timing is also a critical factor for attendance, due to their busy family routines. Weekends, especially early morning, afternoon and early evening time slots are more likely to be ideal for activities.

Price

While financially comfortable, they are cautious spenders. Ticket prices ideally need to be below $20 and emphasise value-based messaging for instance ‘support your community’ or ‘boost your wellbeing’. Free, low-risk pop-up activities could also be successful, as might bundling tickets with other activities.

Pragmatic Parents
How to Engage

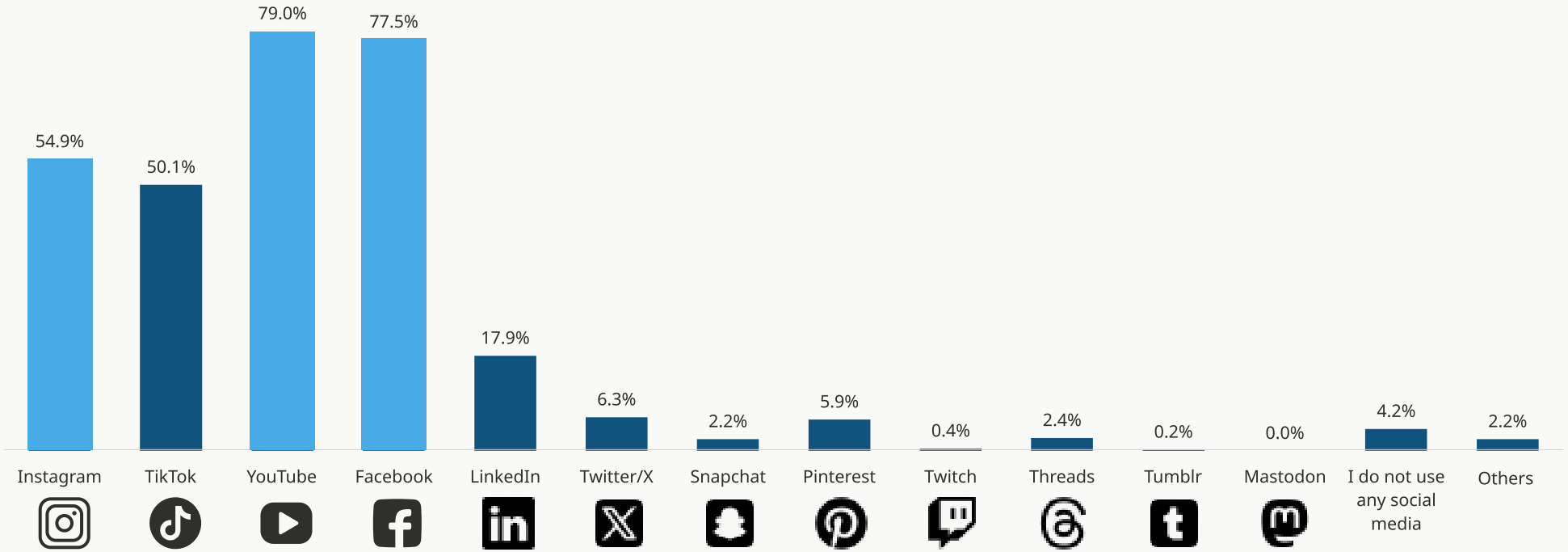


Pragmatic Parents
How to Engage

Pragmatic Parents spend less time on social media than other personas. However, they are still present on ‘traditional’ platforms like Facebook and YouTube.

Overall usage of social media platforms

Q: Which of the following social media platforms have you used in the past year? Please select all that apply.



Pragmatic Parents
How to Engage

Communication

This is a less engaged and passive persona, therefore communication must be carefully crafted and highly targeted. Since they do not actively seek out arts events, it is essential to capture their attention through community noticeboards, posters, local bulletin boards, and leaflets or brochures featuring personal invitations or endorsements from trusted institutions.

Facebook and YouTube are their preferred social media platforms for browsing local events and staying connected with friends and family. Success with Pragmatic Parents depends on using low-tech, high-trust communication methods in familiar physical and digital spaces.

Community

As a community-oriented persona, they value social cohesion and belonging, especially in their neighbourhoods and familiar environments, typically involving support for family or friends. Since the local neighbourhood is important to them, initiatives that contribute to community improvement are likely to be well-received.

Co-creation

Pragmatic Parents show little interest in co-creativity, particularly compared to more artistically inclined or younger personas. Their participation in the arts is typically passive, observational or support-based rather than interactive, expressive, or co-creative. This is influenced by a combination of lifestyle constraints, self-perception and values.

Pragmatic Silvers
Summary



Pragmatic Silvers are seniors constrained by the circumstances of their older age. Nonetheless, they are open to the possibility of engaging with the arts and culture despite their lower attendance.

Lifelong experiences have also shaped a mindset in which arts and culture are seen as luxuries secondary to survival needs.

As health and wellbeing are their primary priorities, there is an opportunity for the arts to play a role in supporting their needs.

13% of the population

12/12 Engagement rank

Seniors

100% are 65 years old and above

Age Range

41% 65 - 69 years old

59% 70 years old and above

68% physically healthy

18% interest

(% who strongly agree or agree that they are interested in the arts)

39% have attended physically

39% have attended digitally

Pragmatic Silvers
Arts & Heritage Location Visitation Patterns

Pragmatic Silvers spend their time in different areas compared to younger personas. They are more likely to spend a day a week in Chinatown, and less likely to spend time in Orchard, Bras Basah Bugis and the Civic District.

Q: How many days per week do you visit each of the following areas?

Orchard
Visited at least once: **16%**
Only 1 day: **10%**
Between 2 - 4 days: **5%**
Between 5 - 7 days: **1%**

River Valley
Visited at least once: **7%**
Only 1 day: **4%**
Between 2 - 4 days: **2%**
Between 5 - 7 days: **1%**

Chinatown
Visited at least once **31%**
Only 1 day: **20%**
Between 2 - 4 days: **7%**
Between 5 - 7 days: **4%**



Kampong Glam
Visited at least once: **11%**
Only 1 day: **7%**
Between 2 - 4 days: **3%**
Between 5 - 7 days: **1%**

Bras Basah Bugis
Visited at least once: **16%**
Only 1 day: **13%**
Between 2 - 4 days: **3%**
Between 5 - 7 days: **0%**

Civic District
Visited at least once: **12%**
Only 1 day: **7%**
Between 2 - 4 days: **4%**
Between 5 - 7 days: **1%**

Pragmatic Silvers Explained

Life stage, Lifestyle & Profile

Pragmatic Silvers are mostly retired but occasionally undertake part-time or voluntary work. Their priorities revolve around maintaining physical and mental health, staying socially connected and enjoying a sense of life satisfaction despite physical limitations. Often living in multigenerational households or independently within neighbourhood communities, they are drawn to local events and are less willing to travel.

However, they are more likely to frequent areas with cultural and social relevance to their lives that were built over decades. They are conscientious and socially minded, with a deep sense of local pride. As such, they prefer Singaporean artists and local content over international offerings.

> This design is like a chair, right? However, since it is made of metal, it gets too hot in the sun. As such, nobody sits on it. They need to think of practicality on top of artistic qualities.

Likes & Motivations

This persona is pragmatic, health-conscious and deeply rooted in their communities, preferring familiar, accessible, and meaningful experiences that align with their values and accommodate their physical limitations. They like activities that are routine, community-based, health-promoting, and culturally familiar.

They gravitate towards activities that are useful, familiar and close to home that can enhance their quality of life without demanding too much physically, cognitively or financially. This persona is also more likely than others to have language difficulties and require clear, simple communication.

Dislikes & Barriers

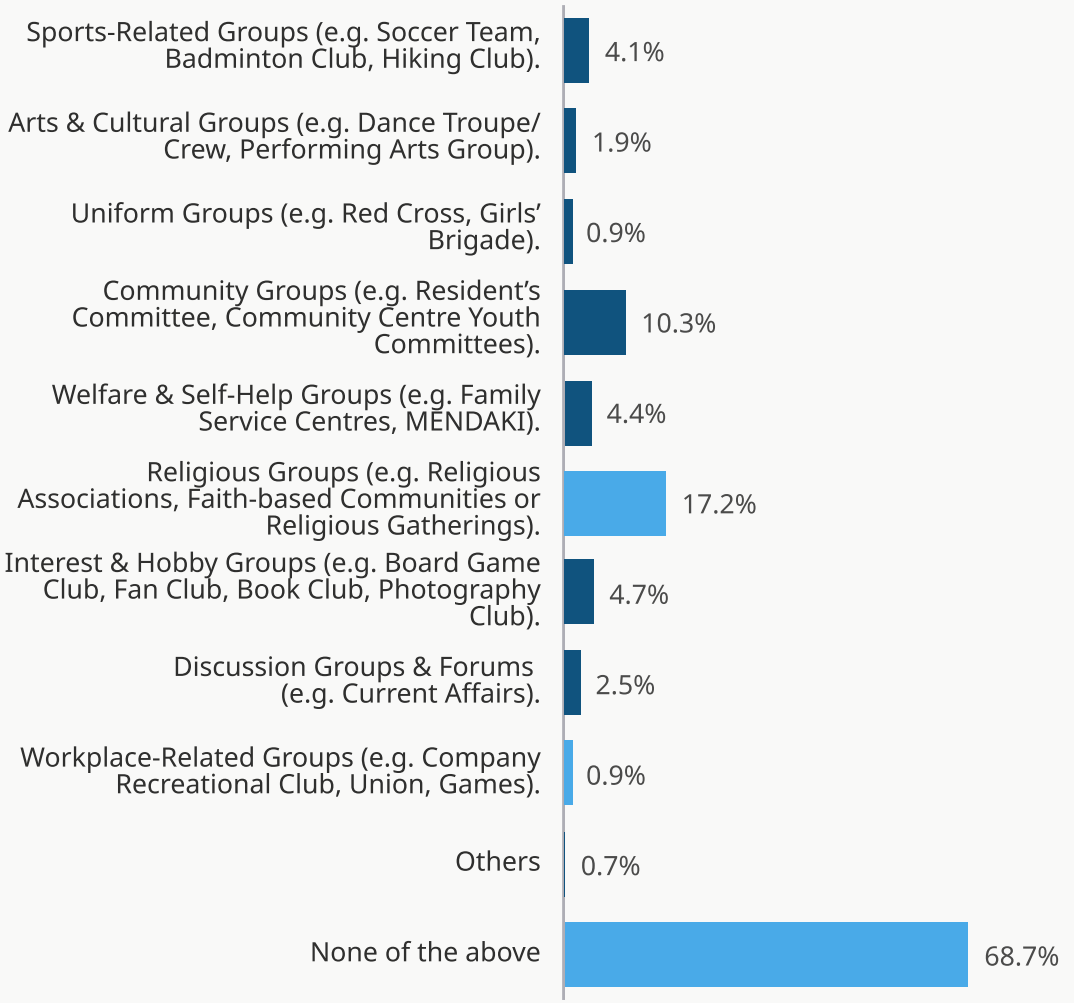
Pragmatic Silvers have several dislikes and barriers to engagement, based both on a life-long perception that the arts lack practical value and are not for them. They also face physical constraints that affect their capacity to attend events.

Pragmatic Silvers Explained

Pragmatic Silvers are likely to partake in community-related groups.

% Participation in social groups

Q: Which of the following social groups have you been involved in during the last 12 months?

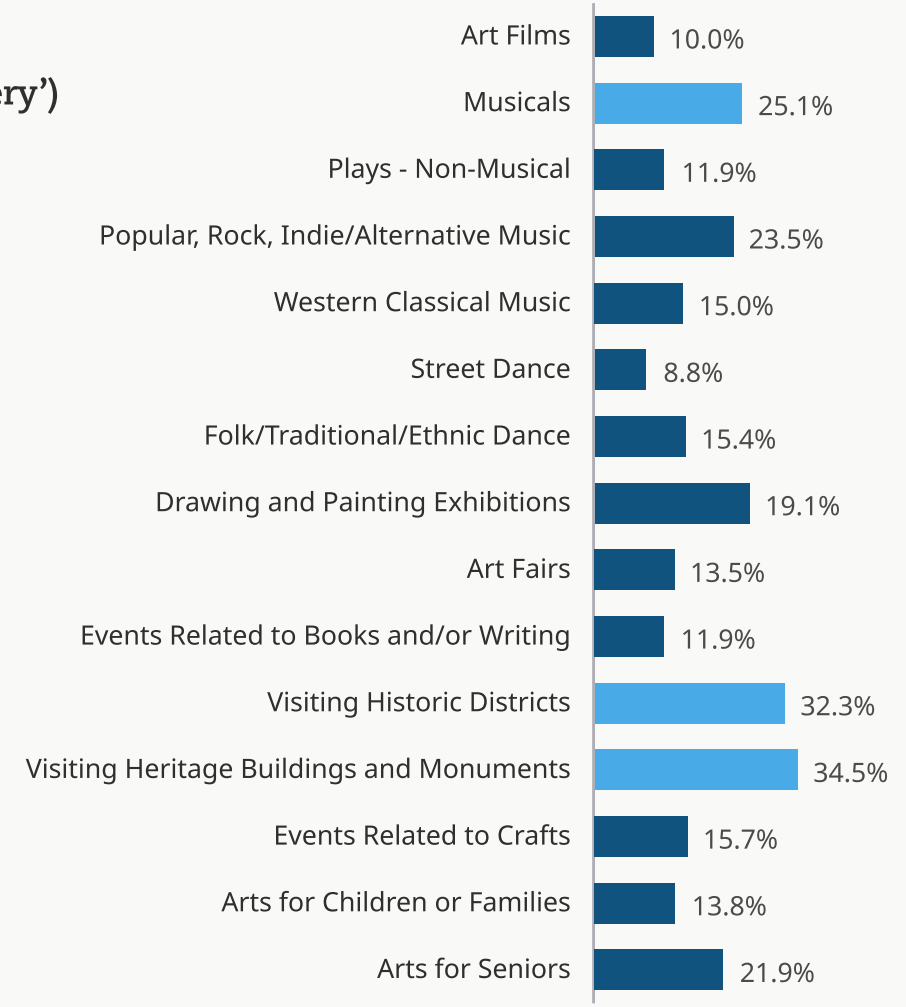


Pragmatic Silvers Explained

A majority of Pragmatic Silvers indicate that they are 'not quite' or 'not very' interested in the arts. Despite this, approximately one-third of respondents are interested in heritage events, whilst one in five express interest in arts programmes for seniors.

Interest in artforms (% 'Quite' or 'Very')

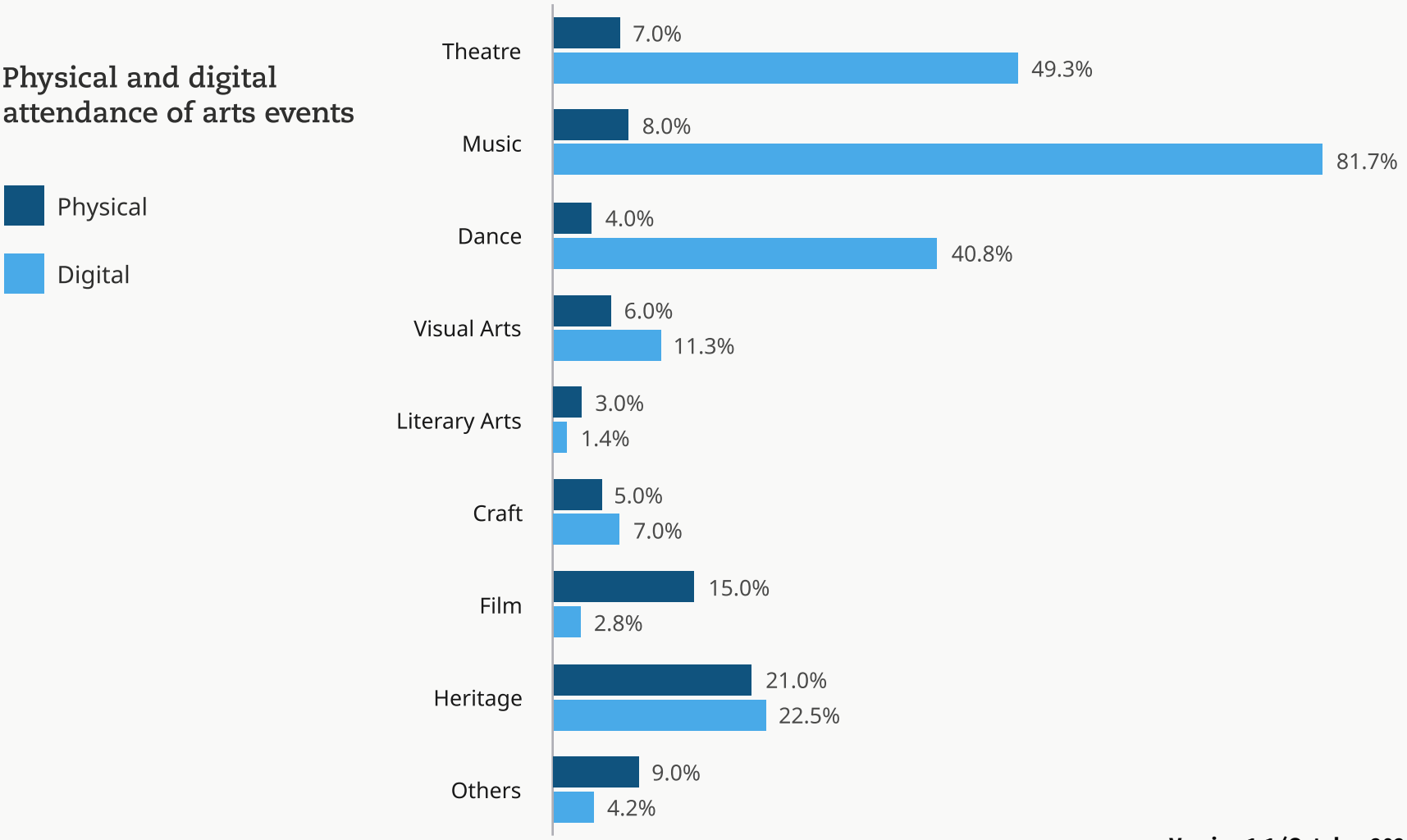
Q: To what extent would you describe your interest in the following genres/types of arts and cultural events and activities?



Pragmatic Silvers Explained

Few among Pragmatic Silvers attend arts events. Of those who do, they tend to prefer community arts or dance.

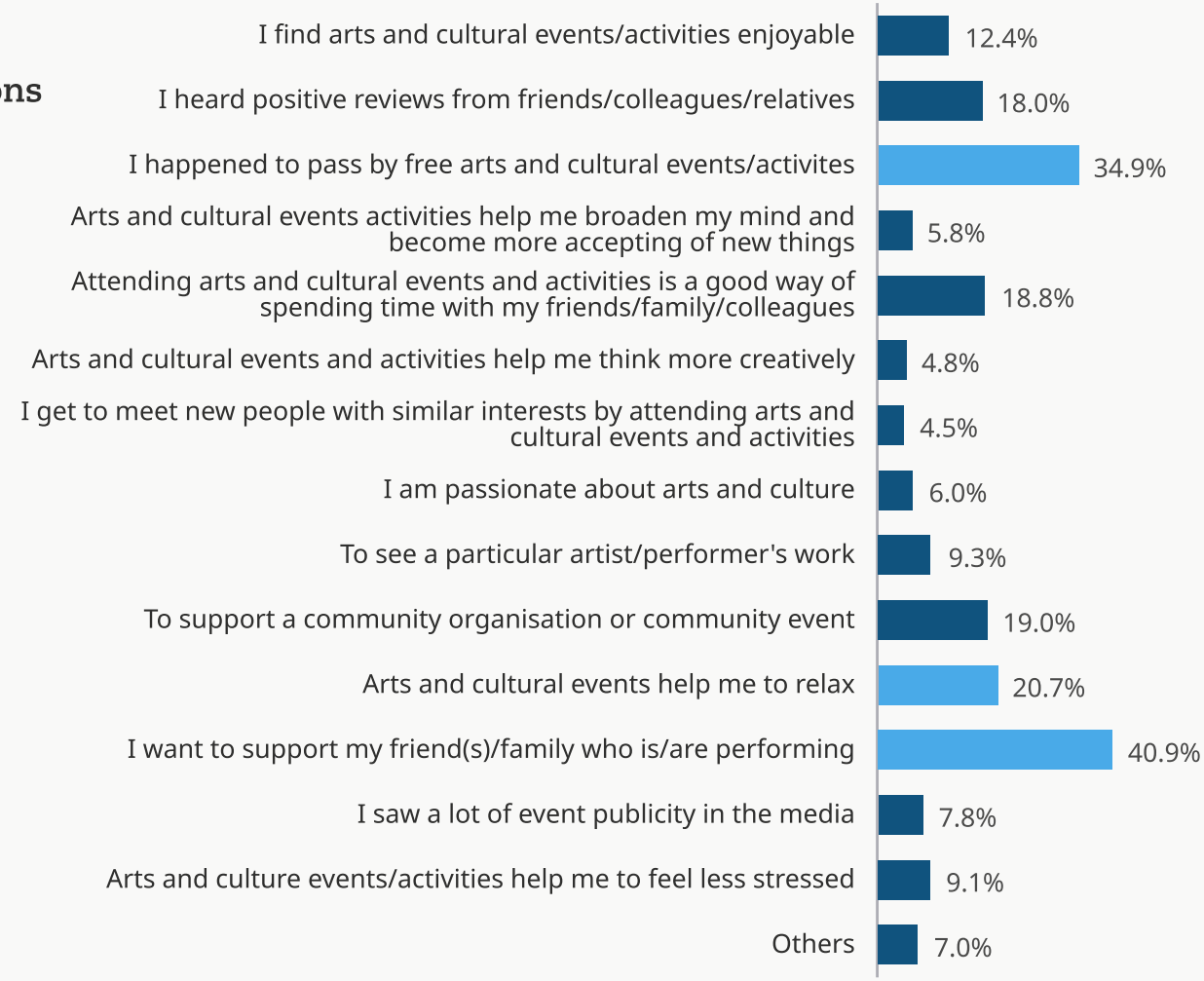
Physical and digital attendance of arts events



Pragmatic Silvers Explained

Pragmatic Silvers are particularly motivated to attend events to support their friends, family or a community group that are involved in these events.

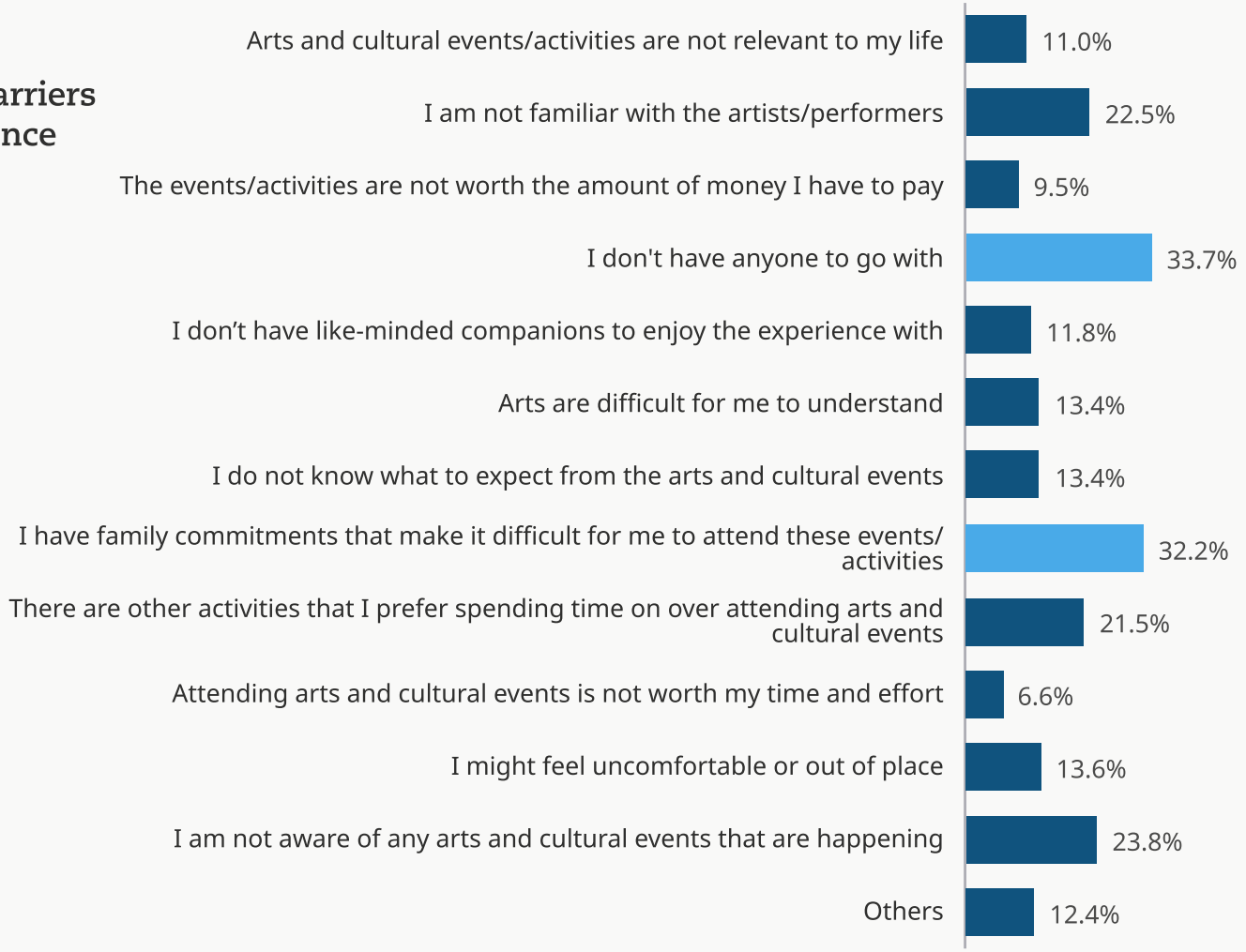
General motivations to attendance



Pragmatic Silvers Explained

A lack of companions is a significant barrier to their attendance.

General barriers to attendance



Pragmatic Silvers
How to Engage

Programming

Programming for this persona needs to be designed with accessibility, familiarity, relevance to health, and emotional needs in mind. They are sceptical of the arts in general and hence need compelling reasons to attend. However, Pragmatic Silvers are more likely to engage with activities that provide clear health and therapeutic benefits, such as guided painting, music therapy, and Tai Chi-inspired dance movements.

They are drawn to traditional and heritage artforms that they recognise as part of Singapore's cultural heritage. They include live performances of traditional music and dance — such as Chinese opera, Malay ghazal and Indian classical performances — as well as heritage workshops like batik painting. This needs to take place close to where they live, taking their various needs into account.

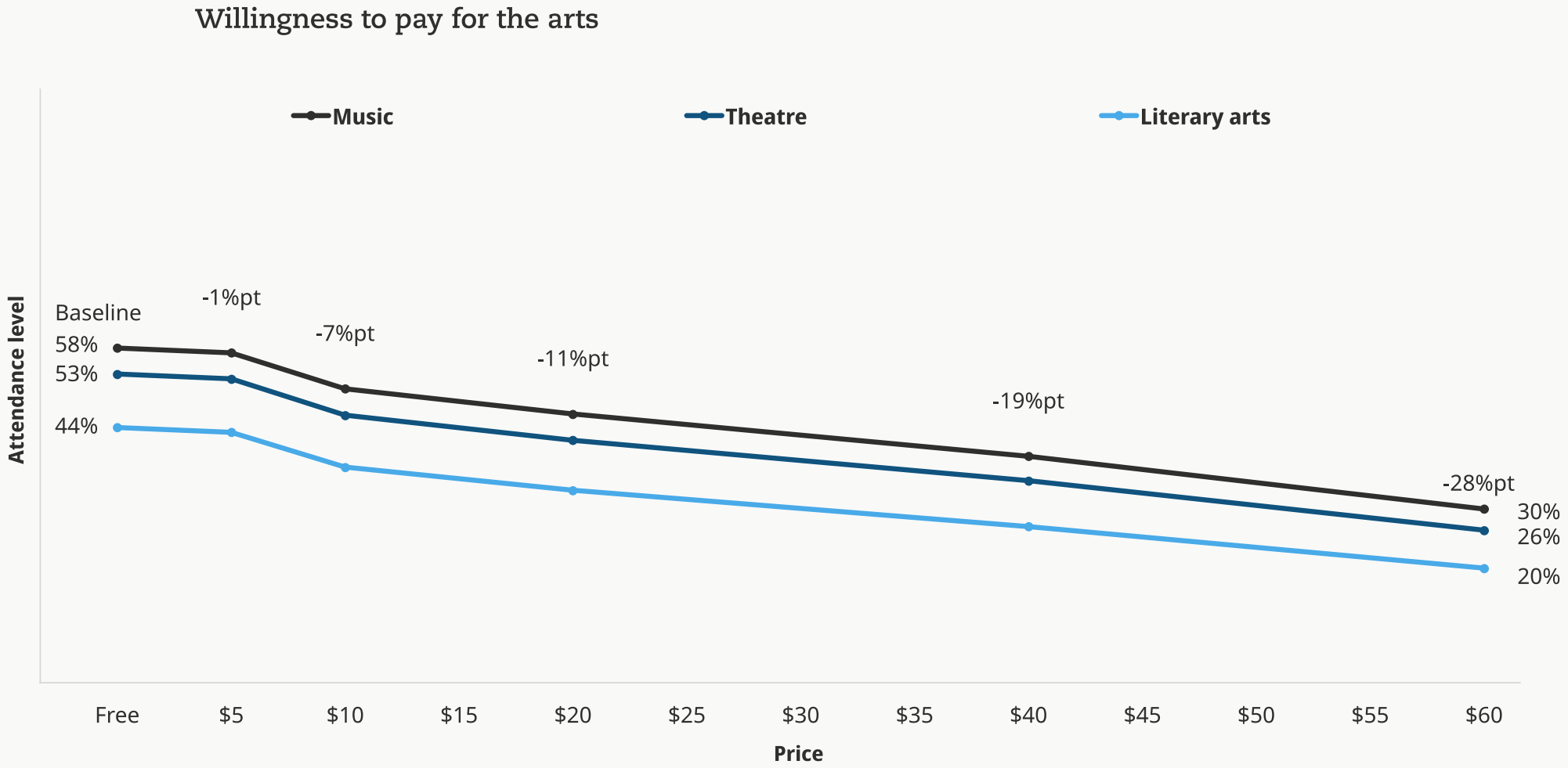
Place & Time

For this group, proximity is vital. They are unlikely to travel far to attend arts events and require community spaces that are physically accessible with senior-friendly facilities. Familiar places like Chinatown may also appeal to this group. Activities must take place early — in the mornings preferably — avoiding late afternoon and evenings. Weekdays rather than weekends are also likely to be preferred.

Price

This persona is shaped by lifelong financial pragmatism and their prudent lifestyle choices. Their engagement with arts and culture is closely tied to perceived value and affordability, with price is one of the key barriers to attendance.

Pragmatic Silvers
How to Engage

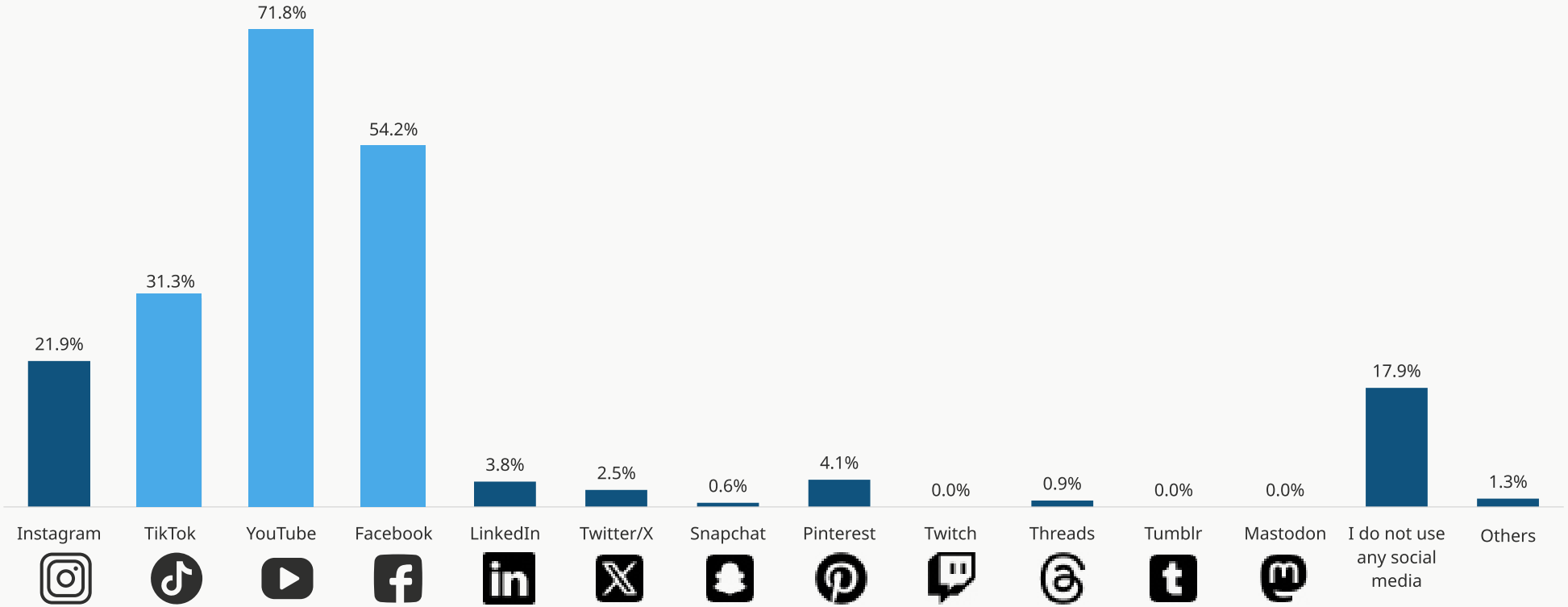


Pragmatic Silvers
How to Engage

Given their age profile, Pragmatic Silvers are less likely to use social media. However, when browsing, they tend to use YouTube and Facebook.

Overall usage of social media platforms

Q: Which of the following social media platforms have you used in the past year? Please select all that apply.



Pragmatic Silvers
How to Engage

Communication

Being less digitally savvy than other personas, Pragmatic Silvers require offline communication through flyers and posters in community spaces. Traditional channels, including radio, free-to-air television and newspapers, are also effective in reaching this group. Messages need to be clear, accessible, culturally familiar, emphasising practical relevance and community connection, such as events they can enjoy with children and grandchildren.

Community

This persona holds a strong, deeply embedded sense of community, rooted in decades of lived experience in tight-knit neighbourhoods and family-based social structures. To them, being part of a community represents emotional security and a buffer against loneliness. Linking arts and culture to a sense of community and belonging can be a potential gateway into the arts, especially if it upholds cultural heritage or collective memory through shared rituals or seasonal celebrations.

Co-creation

This persona shows low inclination towards co-creativity, particularly in traditional artistic expression and collaboration. They rarely identify as artists or creators, preferring to participate as observers rather than active participants. However, structured co-creative activities can appeal when they focus on health benefits, memory enhancement or social connection.