PATRON ANALYSIS: ORCHESTRAS CANADA

Prepared by Ontario Presents Using Environics Analytics Data

Table of Contents

What is Environics?

Environics Analytics is a Toronto-based data, analytics, and marketing services company. The company works with public, private, and non-profit clients to analyze customer data and create insights and evidence-based marketing strategy.

Prizm5 Segmentation

Combining a range of data sources include census data, shopping trends, psychographic surveys, and more, Environics created the Prizm5 segmentation system. The system divides Canada's neighbourhoods into 68 lifestyle types.

Based on postal code, the Prizm5 system gives a sense of the average type of person who lives in that area. The segments integrate geographic, demographic, and psychographic data.

For example, take segment #3 Arts and Affluence: a group of older, wealthy families and couples who live in cities and spend their disposable income on arts and culture.

For the purposes of this report, it is also useful to note that the number of a segment corresponds to the socioeconomic status of the group (e.g. #1 is the wealthiest segment in Canada). Each segment is also given a geographic and lifestage coding (for example U1: Urban Elite and F5: Midlife Families), which you will notice on the images used throughout this report.

You can read more about Prizm5 here, and try looking up your own postal code as an example here. You will also have received a copy of the Prizm5 handbook, which provides a detailed description of each segment.

Orchestras Canada Data Collection

In the fall of 2018, Ontario Presents partnered with Orchestras Canada to analyze data for a number of small orchestras across Ontario, using Ontario Presents' Environics software licence.

Orchestras Canada provided lists of patron postal codes (not associated with any other identifying information) from 29 orchestras across the province.

Regional Breakdowns

The Orchestras Canada data was divided into four groups for analysis:

- **Full list:** Including the patron lists from all 29 orchestras
- **City of Toronto:** A combination of the patron lists from all orchestras in the City of Toronto
- **Suburban GTA:** Combined list using all orchestras in the GTA, outside of the City of Toronto
- **Regional Centres:** Combination of all lists from outside of the GTA (all from larger centres such as Barrie or Kingston)

Target Sets

Each list was analyzed using Environics software to determine the primary Prizm5 segments in each list.

Environics compares the number of households from a given segment that appear in the list, to the total number of households from that segment in Ontario, in order to determine how likely someone from that segment is to attend the orchestra. This is represented by an **index** number.

				Number of households from Suburban Success that appear in this list of patrons		Number of households in Ontario classified as Suburban Success		Index Number: Suburban Success is extremely likely to attend orchestras in Ontario	
SG	LG	Code	Name	Count	%	Base Count	Base %	% Pen	Index
S1	F8	4	Suburban Success	763	4.32	58,104	1.06	1.31	409
U5	M3	19	Grey Pride	595	3.37	58,886	1.07	1.01	315
U1	F9	8	Boomerang City	1,078	6.11	117,259	2.13	0.92	286
U1	F8	2	Urbane Villagers	469	2.66	54,938	1.00	0.85	266
U1	F8	1	Cosmopolitan Elite	424	2.40	49,813	0.91	0.85	265
S1	M1	10	Emptying Nests	486	2.75	63,017	1.15	0.77	240

Any segment with an index number above 100 is more likely to attend an orchestra. Numbers above 120 are particularly significant. In this report, therefore, if we say that a group has indexed high, it means that they are quite likely to be interested in orchestras. We also use this term for other descriptive information, such as "indexing" or "ranking" high for certain social values or leisure activities.

Ontario Presents used these index numbers to create target sets for each region. We took the top segments from each region and grouped them into clusters according to factors such as age, diversity, and socio-economic status. The intention of the clusters is to provide a picture of the kinds of people who are attending orchestras in each region.

In short, this report provides a picture of what the average orchestra patron look like in Ontario as a whole, in Toronto, in the GTA, and in regional centres outside of the GTA.

These target sets give a *generalized* view of orchestra patrons. They are a further clustering of the Prizm5 system, which is already based on a generalization of data.

These sets *are* therefore based in data, but they cannot be assumed to represent every patron or even to present a complete picture.

What they do provide is a general sense of who is attending the orchestra in each region. Some segments may not surprise orchestra administrators, while others will give a picture of a patron they may not have realized they could attract.

We will return to the question of how to effectively use this data after reviewing the target sets.

Target Groups: The Typical Orchestra Patron in Ontario

We will start with the target set built from the *full* Orchestra's Canada data set (29 small orchestras from across Ontario). This set gives a generalized picture of the typical orchestra patron in the province.

Traits and Trends

Before diving into the 6 groups in this target set, it's useful to go over a few commonalities.

First of all, the patrons in this set are also almost exclusively urban or suburban, though this is not surprising given that the majority of the participating orchestras are located in cities or suburban centres.

On the whole, orchestra patrons in Ontario are generally well-off (income above $100 000/year), middle-aged or older, and working in white collar or service sector jobs. *However*, the analysis revealed two statistically significant groups of younger patrons.

The typical patron is also most likely to be Caucasian. However, several segments have a more diverse ethnic presence, and one of the most significant target groups is Asian Sophisticates.

Group 1: Older, Wealthy, Urban Patrons

This group represents the *urban elite* – well-off couples and families who live in cities and are active cultural consumers.

TARGET GROUP 1: OLDER, WEALTHY, URBAN PATRONS
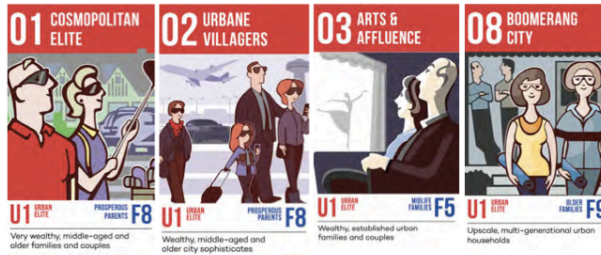
These patrons are primarily white-collar, university educated professionals with incomes generally above $120 000, and up to $400 000 per year.

Couples and families in this group are typically middle-aged and own houses in cities. About half have children aged between 10 and 24 living at home with them. With a low ethnic presence, this group is primarily Caucasian.

This group has high rates of consumption for radio, newspapers and magazines. They are also active cultural consumers, with interests in theatre, opera, ballet, and classical music, as well as jazz, popular music, and sporting events.

Group 2: Asian Sophisticates

This group includes just one segment, Asian Sophisticates. This group is very likely to attend orchestras, indexing at 194.

Like group one, Asian Sophisticates are well-off (income above $130 000/year), white collar, university-educated, middle-aged families with two or more children. They own houses in cities and often have grown children living at home. Unlike group one, this group has a high instance of multi-family homes, and English is typically not the first language.

This group has high consumption rates for radio, newspapers and magazines. They typically hold conservative, traditional values as well as consumption-based values such as brand authenticity, attraction to advertising, and need for status recognition.

Asian Sophisticates are active cultural consumers; the group indexes particularly high for opera and popular music.

For more on Asian Sophisticates, see page 18 of the Prizm5 Handbook.

Group 3: Older, Well-off, Suburban Patrons

TARGET GROUP 3: OLDER, WELL-OFF, SUBURBAN PATRONS
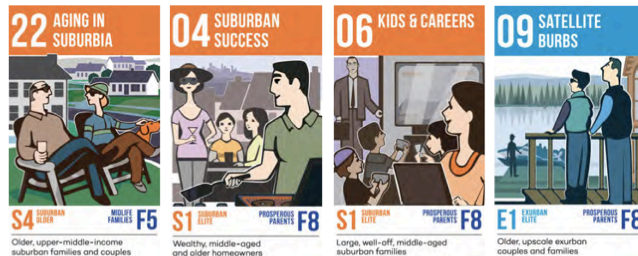
This group of suburban families is made up of middle-aged and older couples and families.

These families have incomes above $100 000/year and own houses in the suburbs. About half of households have grown children living at home.

Like group one, this group is primarily Caucasian. However, this group is of mixed education and occupations (primarily service sector or white collar).

This group has medium media consumption, primarily consuming TV and radio. They show a low use of and trust in the internet.

Group 4: Older, Middle-Income Patrons

TARGET GROUP 4: OLDER, MIDDLE-INCOME PATRONS

Like the previous groups, this group typically owns homes in the city or suburbs. However, this is an older and less economically elite group. It is made up primarily of older couples whose grown kids have moved out.

This group is of mixed education, works in white collar or service sector jobs, and typically makes above $78 000 per year.

This group has a low ethnic presence and medium media consumption, primarily of TV. They index high for conservative values such as cultural assimilation, fulfillment through work, and utilitarian consumption.

Group 5: Younger, Higher-Income Patrons

These final two groups represent a younger clientele that may come as a surprise to some in the orchestra industry. Both groups, however, indexed well above 100, showing a clear interest in orchestras.

This group is made up of young singles or couples who use their upper-to-middle incomes (typically above $110 000) to buy houses and set up a comfortable life in the suburbs. Members are usually college or university educated and works in white collar or service sector jobs. About half of this segment have younger children living at home.

This group is more diverse than most of the previous, with a medium ethnic presence.

The members of this group are medium consumers of media (with no clear preference as to mode of communication), but are very culturally active. They index high for a wide range of cultural and sporting activities.

For more on Management Material, see page 44 of the Prizm5 Handbook.

Group 6: Younger, Lower-Income Patrons

This group, Striving Startups, is different from the others in many ways, and may come as a surprise. However, the group indexed at 174.

This group is much younger and less economically elite than the others. It is made up of younger singles and families, about half with children aged 10-24 living at home.

This group is of mixed education, and primarily works in the service sector earning an average of $69 000.

This is an urban group that primarily rents apartments in cities. Like earlier groups, Striving Startups has a low ethnic presence.

Striving Startups have medium and varied media consumption (primarily of TV) and are discriminating, ethnical consumers with a concern for public good.

For more on Striving Startups, see page 112 of the Prizm5 Handbook.

Target Set: City of Toronto

This set of target groups was created from patron data from six orchestras located in the City of Toronto. This set gives a generalized picture of the typical orchestra patron in Toronto.

Traits and Trends

Unsurprisingly, the most common unifying factor in this group is that they are almost exclusively urban. Clearly, most patrons attending orchestras in the City of Toronto live in the city or nearby urban centres (with the exception of one suburban group).

This set is much more mixed in terms of age, ranging from young singles to seniors, and including quite a few younger and diverse segments, rather than the older segments seen more frequently in the overall Ontario set. The set is also more ethnically diverse.

Similarly to the Ontario list, this set primarily works in white collar or service sector jobs and is generally well-off (income above $100 000/year), with the exception of a couple of younger, lower-income segments.

Typical for an urban set, many of the patrons in these groups are interested in new experiences, are willing to take risks, and hold progressive values such as a belief in non-traditional families, and an interest in other cultures. A need for status recognition leading to conspicuous consumption is also common among many patrons.

Group 1: Older, Wealthy, Urban Patrons
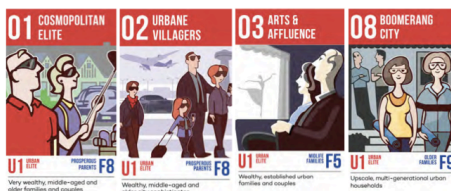
This group is identical to group one in the overall Ontario set. Well-off, middle-aged couples and families who live in cities and are active cultural consumers.

See page 5 for more on this group.

Group 2: Urban Upscale Ethnic

TARGET GROUP 2: UPSCALE ETHNIC

While Asian Sophisticates also appear in the full Ontario target set, this Toronto group expands on the demographic of diverse, upscale, urban patrons.

Patrons in this group are typically middle-aged or older families, often with older children living at home. These couples own houses in the city, and many live in multi-family homes.

This group is very diverse in both ethnic background and education. Most families in this group are immigrants, and while English or French are rarely their first language, the primary language ranges greatly (high instances of Chinese, Cantonese, Italian, Portuguese, Tamil, and more). The group includes two segments that are specifically of Asian descent.

Education levels in this group range from high school to university. Occupations range but are typically service sector or white collar, and income is generally above $84 000/year.

This group shows fairly light media consumption, with the most common outlets being newspaper or culturally-based radio.

The group has quite high rates of leisure activity, ranking high for ballet, opera, popular music, and sports. They also rank high on consumption-based values such as brand authenticity, importance of brand, joy of consumption, and importance of status.

Group 3: Older, Well-off, Suburban Patrons

The only suburban group in the City of Toronto set, this group contains just one segment, Suburban Success. This segment also appeared in group 3 for the full Ontario list.

Suburban Success is the fourth wealthiest segment in Canada and the wealthiest non-urban segment. Average household income is $174 000.

These middle-aged couples are typically university-educated, work in white-collar jobs, and own suburban houses. Their children are either teenaged and living at home, or have moved out to attend university.

These suburbanites have medium and wide-ranging media usage, often reading the newspaper and buying products online.

Curious and intellectually interested, members of this group are very active cultural consumers who frequently attend theatre, opera, ballet, classical concerns, museums, and/or art galleries. They are interested in other cultures, are aware of global issues, and have an interest in their community. They also believe in hard work and the importance of status recognition.

Group 4: Middle-income, Urban Seniors

Group four is also made up of only one, unique but statistically significant segment – Grey Pride.

This segment also appeared in the full Ontario list, but alongside other older target groups that are not significant in the City of Toronto set.

This segment is made up of well-educated, middle-income seniors (many single or widowed) who are either working or recently retired. They live independent city lives and enjoy spending their disposable income (average income is $84 000) on cultural activities such as theatre, ballet, and classical concerts.

Members of Grey Pride have fairly traditional media habits and moral values. Grounded in a religious moral framework, they strive to make ethical consumer choices, but also have a concern for appearance. They typically watch tv, read the newspaper, and listen to the radio, though some have become more interested in new media such as podcasts.

Though a quarter of the group are immigrants, this group has an overall low ethnic presence.

Group 5: Younger, Well-off Urban Singles

Another one-segment group, the Urban Digerati represent the first of several younger segments in the Toronto set.

This group is young, diverse, and well-educated, with an average income of $100 000. They typically rent or own apartments in the city.

This group is also digitally savvy, using online resources for everything from shopping to dating. Young and diverse, this group tends to be socially progressive and globally conscious, with a simultaneous interest in conspicuous consumption and social standing.

Unattached, educated, well-off, and curious, the members of this group spend their disposable income on a wide range of social and cultural activities, including but not limited to theatre, bars, concerts, opera, and museums.

Group 6: Younger, Urban, Ethnic

This young, diverse, urban group is made up of primarily singles, and a few young families.

This group is primarily university educated, and earns a middle income from service sector or white collar jobs (average $70 000/year).

This group is very ethnically diverse, with a high number of immigrants and ethnic minorities from many regions. Most young people from this group rent apartments in high-rise buildings.

This group's media consumption takes place almost entirely online and, like group five, uses the internet for everything. Technology is also important to them – they like to stay up to date on the latest technological trends. With an interest in style, status, and standing out from the crowd, this group purchases the latest products and spends their leisure time consuming interesting culture – including theatre, classical, popular, and jazz concerts, museums, and sporting events.

Group 7: Younger, Well-off Urban Singles and Families

Another single-segment group, Street Scenes is made up of young, well-off singles and families living in the city.

This group is quite diverse in age, ranging from about 24 to 55. They are unified by their residence in well-kept streets where they own or rent houses or duplexes. Most are high school or university educated, have white collar jobs, and earn an average of $120 000.

While this group is a mix of singles, couples, and families with children, many in this group do not have children and so are free to use their fairly high incomes on leisure activities. Members of this group are very active, taking part in athletic activities, going to bars, and attending cultural events such as theatre, concerts, and film festivals.

This group has wide-ranging media consumption, with high rates for radio and newspapers. They value experiences, novelty, status (which they show through the latest gadgets and fashions), and genuine connections to their community and the world.

Target Set: Suburban GTA

This set of target groups was created from patron data from seven orchestras located in the suburban cities surrounding Toronto (Oakville, Mississauga, Brampton, Richmond Hill, Scarborough, and Burlington). This set gives a generalized picture of the typical orchestra patron in the GTA (excluding the city of Toronto).

Traits and Trends

The GTA target set is evenly split between urban and suburban target groups.

The urban groups are very similar to the Toronto set, revealing that many of the same segments are being attracted to orchestras in Toronto and the surrounding cities. The GTA target set also includes several additional suburban groups.

This target set skews older, but is fairly diverse in terms of both age and ethnicity. It is less socioeconomically diverse; most segments are wealthy or middle-income (the lowest average income in the set is $82 000) and work in service sector or white collar jobs.

The group also shows common trends of both cultural and conspicuous consumption; these well-off patrons like to spend their money on status symbols, the latest gadgets, and arts and cultural experiences.

Group 1: Older, Wealthy, Urban Patrons
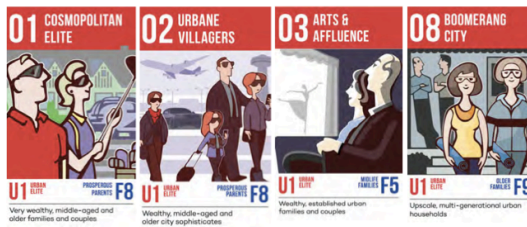
This group is identical to group one in the overall Ontario set and City of Toronto set. Well-off, middle-aged couples and families who live in cities and are active cultural consumers.

See page 5 for more on this group.

Group 2: Urban Upscale Ethnic

This group of diverse, upscale urban patrons is very similar to Group two of the City of Toronto set.

See page 9 for more on this group

Group 3: Middle-income, Urban Seniors

This group is identical to group 4 in the City of Toronto set.

See page 11 for more on this segment.

Group 4: Urban Younger

This group contains one of the three segments who appeared in group 6 of the Toronto set – New World Symphony.

This is one of the most diverse segments in Canada, representing a wide range of people who live in neighbourhoods that attract large numbers of new immigrants and are diverse in age as well as ethnicity. Most own or rent in high-rise buildings.

This group is primarily university or college educated, and earns a lower-middle-income from service sector or white collar jobs (average $81 000/year).

This is a culturally active group that likes to stretch their income to take part in sports, see movies, and attend concerts and plays. They are interested in other cultures and enjoy spending money for fun activities and status symbols, while still remaining budget-conscious. Many in this group also hold more traditional values such as propriety and patriarchy.

Members of New World Symphony have high usage rates for newspaper and magazines, as well as online channels (particularly for language-specific news outlets).

Group 5: Suburban Elite
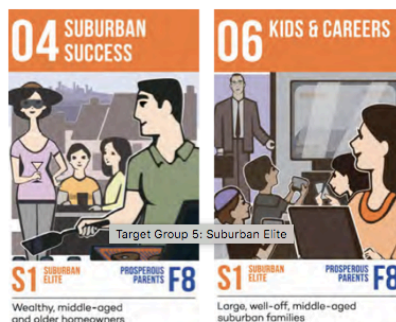
This group include Suburban Success, a segment that appeared in group three in both the City of Toronto and Ontario sets, and a new segment, Kids and Careers.

Combining these two segments, this group consists of well-off suburban families earning roughly $170 000/year. Parents are typically university or college educated and working in service sector or white collar jobs. They almost exclusively own houses in the suburbs, and come from a range of ethnic backgrounds. Families typically have at least two children, most between 10 and 24.

These middle-aged or older homeowners are most likely to get their media consumption from the radio or newspapers. Leisure time is likely to be spent on family activities such as sports, amusement parks or zoos, but this group is also interested in music concerts of all kinds.

Members of this group are busy people who believe in hard work and responsibility. They value status and like to show the fruits of their work with conspicuous consumption.

Group 6: Suburban, Older, Upscale Families

This group is made up of two segments that appear only in the Suburban GTA target set: Diversity Heights and Heritage Hubs.

These older, culturally diverse families (many are immigrants) have moved beyond their starter homes into comfortable suburbs. Of mixed education and occupation, this group earns approximately $115 000/year and most own houses or row houses.

Most households in this group have three or more people, with children ranging in age, and many families living in multi-family homes. With such a focus on family, this group is likely to frequent leisure activities such as sports games or amusement parks, but are also active consumers of cultural activities such as opera, museums, and concerts.

This group has low media usage apart from the internet, which they often use for online shopping.

While these busy families like to show their hard work through material goods and to take risks to achieve their goals, they are also careful to save their hard-earned money.

Group 7: Suburban, Young, Upscale Families

This group is made up of Management Material (who appeared in the Ontario set) and Pets & PCs, another group of young people establishing themselves in the suburbs.

TARGET GROUP 7:
SUBURBAN, YOUNG, UPSCALE FAMILIES
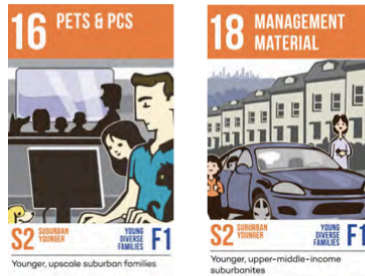
While this group includes young singles and couples, it is primarily made up of families with young children.

University or college educated and primarily working in white collar or service sector jobs, the average income in this group is roughly $120 000/year.

This group works hard, balancing kids and families, and likes to spend their money on the latest products, brands that suggest status, and "high end" entertainment like ballet, theatre, and jazz and classical concerts.

Target Set: Regional Centres

This set of target groups was created from patron data from eleven orchestras located in what we have termed "regional centres," i.e. large or mid-sized cities and towns outside of the GTA. These include: Brantford, Owen Sound, Guelph, Kitchener, Kingston, North Bay, Ottawa, Peterborough, Stratford, and Sudbury.

This set gives a generalized picture of the typical orchestra patron in Ontario centres outside of the Greater Toronto Area.

Traits and Trends

The Regional Centres set is the most distinct from the other lists. While the Toronto and GTA symphonies draw on many of the same people, the regional centres attract a largely different crowd.

While the other sets were made up entirely of urban and suburban groups, this set includes urban, suburban, exurban, and rural.

While orchestras in the city draw a primarily wealthy crowd, orchestras outside of Toronto seem able to bring in a more socioeconomically diverse group. This economic diversity comes at least in part from the ability of regional orchestras to draw patrons who are not particularly attracted to classical music, but who like to attend community events and close-to-home leisure activities.

This set also trends older and less ethnically diverse than the others. With the exception of two young segments, most patrons are older (55-75) empty-nesting couples or singles.

Group 1: Upscale, Urban Families

TARGET GROUP 1: UPSCALE URBAN FAMILIES

This group is made up of two segments that appeared in all four lists: Urbane Villagers and Boomerang City.

Both groups are in the top ten wealthiest groups in Canada, earning between $127 000 and $227 000 per year.

Both groups consist of middle-aged or older parents with children in their late teens or early twenties, many of whom are still living at home. The parents are typically university educated, working white collar jobs and living in urban houses that they own.

Members of this group are tech-savvy, frequent travellers who respond to digital and print advertising. They are discriminating consumers who actively participate in the arts and enjoy experiencing other cultures.

Group 2: Urban Seniors

TARGET GROUP 2: URBAN SENIORS

This group is made of up of Grey Pride, a segment that has appeared in all four regional lists, and a new segment, Silver Linings.

Together, these segments create a target group of thriving, culturally interested seniors living in urban apartments. They are of mixed education and are either still working or retired from service sector or white collar jobs. Incomes range from $68 00 - $84 000, and many individuals are single or widowed.

These seniors walk, bike or transit around their cities to interesting events, and stay informed through traditional media such as tv or newspapers. They spend their money on enjoyable activities and index very high on most cultural activities, especially theatre.

This group has a medium ethnic presence; 1 in 4 members of Silver Linings are immigrants, and overall this group includes a fair presence of Middle-Eastern, Asian, and Eastern European members.

Group 3: Young and Urban

This group of younger, lower-income patrons is quite different from the other groups, but indexed very high (178 - 322), indicating a strong likelihood to attend the orchestra.

Striving Startups also appeared in the overall Ontario target set, while Grads and Pads is unique to this Regional Centres set.

While incomes in this group are lower, at an average of $69 000, most members are unattached (single, separated, or divorced) and so have disposable income to spend on cultural activities. The group ranks high for a range of activities, though notably highest on art galleries and bars/clubs.

These young people (15-34) are university-educated and primarily working in white collar or service sector jobs. They bike, walk, or transit to work and gather their media from tv, newspapers (which they read online), and the internet. While members of this group are primarily interested in enjoying their young lives and taking care of their immediate financial needs, they care about environmental protection and learning from other cultures.

The group has a low ethnic presence, though with a notably high instance of French and Arabic speakers.

Group 4: Older, Lower-to-Middle Income, Suburban Patrons

The two segments that make up this group (Second City Retirees and Our Time) appeared in group four of the full Ontario set, but in neither of the Toronto or GTA sets.

This group is made up of middle-income suburban homeowners, most of whom are over 65. Most have trade school or college diplomas and many work in natural resources or agriculture, earning between $80 000 and $100 000.

TARGET GROUP 4:
OLDER, LOWER TO MIDDLE-INCOME, SUBURBAN PATRONS

These older couples and singles (many are divorced or widowed) watch tv and listen to the radio, and enjoy spending their time on close-to-home leisure activities. They are conscientious, ethical consumers with a concern for the environment and a desire to give back to their community.

Members of this group are not typical orchestra patrons (they rank highest for leisure activities such as theatre, rock or country concerts, and hockey). They likely attend orchestras in regional centres out of their general interest in culture and community events, rather than a specific interest in classical music.

Group 5: Older, Upscale, Suburban Patrons

TARGET GROUP 5:
OLDER, UPSCALE, SUBURBAN PATRONS

This group includes three segments: Aging in Suburbia, Suburban Success, and Emptying Nests. Aging in Suburbia appeared in group 3 of the Ontario set, while Suburban Success has appeared in all four sets.

Together, these three segments represent well-off, older suburban homeowners. They are working or recently retired from white collar or service sector jobs (many in health, education, government or social services) , and have an average income of between $100 000 and $170 000. Most are couples or widowed individuals whose grown kids have moved out.

These primarily-Caucasian couples are careful and traditional, reporting values such as duty, discriminating consumerism, and cultural assimilation. They attend jazz and country concerts and local theatre.

Target Group 6: Exurban Elite

This group is unique to the Regional Centres target set, featuring two exurban segments. Exurban describes recently-built subdivisions just outside of suburbs.

TARGET GROUP 6: EXURBAN UPSCALE

These two segments make up the Exurban Elite- the wealthiest households outside of major metropolitan areas, with an average income of $140 000. These single-family households usually include empty-nesting couples or families with a couple of older children. While education levels range, most members are college or trade school educated and work in a wide range of jobs. With their comfortable livings these couples (most are married) own large, comfortable houses and cars that allow them to get around between the city and country. They enjoy the comforts of their lifestyle but are utilitarian consumers.

With this freedom, members of this group enjoy both the great outdoors and arts and culture, particularly rock and country concerts and community theatre.

With lots of time spent in the car, this group has high rates of radio listenership. The group also has a low ethnic presence.

Target Group 7: Rural Midscale

Rural Midscale is also unique to the Regional Centres list. This is the only rural segment to appear as likely orchestra patrons in Ontario.

Demographically this group is similar to many that we have seen in the Regional Centres list – members are typically 55-75 and living in single family homes with their partner after their children have moved out.

Other factors, however, are quite unique to this group. Members are college or trade school educated, earn average household incomes of $92 000 in a range of occupations, and own homes in small towns.

With a strong interest in the outdoors, this group has low media usage. They are also primarily Caucasian, third-generation Canadians with traditional values such as duty and cultural assimilation.

Like several groups in the Regional Centres target set, the members of this group are not typically likely to be orchestra patrons, being more interested in country

concerts or hockey games. However, as we saw with group four, members of this group enjoy close-to-home leisure activities and are clearly being attracted to orchestras in regional centres.

Commonalities

We have now reviewed all four regional target sets. As discussed on page 4, based on this analysis, orchestra patrons in Ontario tend to be well-off (generally over $100 000/year), middle aged or older, and primarily Caucasian (with a secondary strong showing of Asian patrons). However, this is not universally true. As we have seen, orchestra patrons also include people of all ages, background, and socioeconomic status.

Four segments are particularly worth noting, as they appeared in all four regional lists. See the noted page in the Prizm5 handbook for more information on each of these segments:
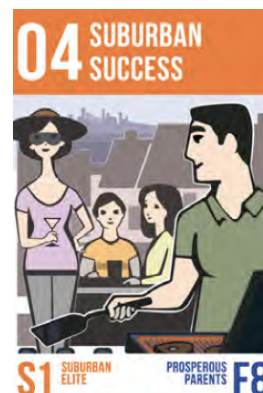

Urbane Villagers
Handbook page 12

Boomerang City
Handbook page 24

Suburban Success
Handbook page 16
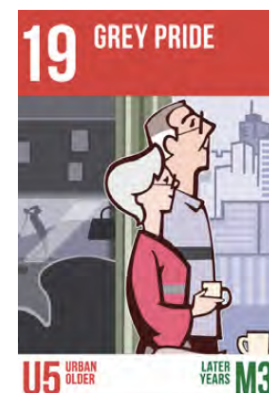
Grey Pride
Handbook page 46

Using This Analysis

You may be familiar with the marketing concept, first introduced by the RAND Corporation, of broadening, deepening or diversifying your audience. This theory suggests that in order to be most effective in your marketing strategy, you should determine which approach you would like to take, rather than trying to be all things to all people:

Deepen: Deepen relationships with existing patrons and increase their level of involvement

Broaden: Attract more people who are similar to your existing patrons

22

Diversify: Attract different types of people

No matter which approach you choose, this analysis can help you to market more effectively.

Reaching Your Target Audiences

This report provides you with detailed information about key population segments who are already attending orchestra concerts in Ontario, and in each region. This information can be used to intelligently market to these segments, in order to *deepen* relationships with existing patrons and *broaden* your audience to include more of a similar crowd.

For example, all four target sets included a similar target group of Upscale Urban Patrons. This group is made up of older, wealthy couples who enjoy learning about other cultures and like to spend their disposable income on a wide range of cultural activities. Most are working and about half have older children at home. This information could inform marketing decisions such as:

- Partnering with other cultural organizations to reach this culturally-active crowd
- Appealing to these wealthy patrons for deeper relationships such as donations or membership opportunities
- Offering musical selections from around the world, to appeal to this group's interest in other cultures
- Carefully planning the frequency and timing of concerts around these patron's busy work, family, and leisure schedules

This is just one example of how this information might be used.

There is a great deal of information here, and further information about each specific segment can be found in the Prism5 Handbook. It is impossible to effectively apply all of this information. Consider selecting 1-2 target groups and focusing your efforts there as a start. Once you see the results, you can determine your next steps.

Who's In Your Community?

Orchestras who took part in this Environics project also received an Executive Trade Report for their region (in most cases, this is based on your Census Metropolitan Area). This report includes information such as a demographic overview of your area, typical values, leisure activities, media and shopping patterns for residents, and the top five Prism5 segments in your area.

This Executive Trade Report can be combined with this analysis and Prism5 handbook (which provides a detailed overview of each segment) to help you to

determine who is in your region, who you are already attracting, and which potential patrons you might be missing out on. This is especially useful if you are interested in *diversifying* your audience.

Let's take Sudbury as an example. The top five segments in Greater Sudbury are:
- Exurban Wonderland
- Aging in Suburbia
- Fresh Air Families
- Aging & Active
- Low-Rise Renters

By cross-referencing these five segments with the Regional Centres target set, and by reading more about them in the Prizm 5 handbook, the Sudbury orchestra could easily determine one or two target segments to focus their marketing efforts…

The first two segments in this list appear in the Regional Centres target group. This indicates that these segments are already likely patrons for the orchestra in Sudbury. These would therefore be key target groups if the orchestra was interested in deepening or broadening its patron base.

The third segment, Fresh Air Families, are fairly similar to Exurban Wonderland. They would therefore be a logical "broadening" group as well.

The segment Aging & Active is quite different from those that appear in the regional centres list. So as far as we can tell from this analysis, they are not attending the Sudbury orchestra at high rates. However, they are one of the five most common segments in the region, and a quick look at their Prizm5 profile in the handbook shows that they are likely to attend community events such as concerts.

This would therefore be a perfect group to target if the orchestra wanted to diversify. The orchestra could then use the handbook to find information such as where and how to most effectively advertise to this group, what prices they can afford, and what programming they might enjoy.

There is nothing in the Prizm5 profile of the final group, Low-Rise Renters, to indicate an interest in arts and culture. While this of course does not mean that there is no chance of interest, it suggests that this may not be the most effective group to focus marketing efforts on.

Conclusion

This report provides a general picture of orchestra patrons in Ontario in 2018. The analysis is grounded on combining data from different orchestras and grouping similar types of patrons, and is therefore based on some generalizations. There will

certainly be patrons attending your orchestra who do not fit the profiles laid out here. However, we hope that this report can help you to better understand who your patrons are, who you are not attracting, and how you might effectively reach new potential patrons.

Please contact natalie@ontariopresents.ca or 416 703 6709 with any questions about this report.

Note: Images used throughout this report are property of Environics Analytics and should not be publicly shared.

This report was prepared by Ontario Presents for Orchestras Canada.

ONTARIOPRESENTS

ONTARIO PERFORMING ARTS PRESENTING NETWORK