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## 1. Introduction

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This report looks at segmentation that has been carried out on a number of different databases:

1. Cumbria Visitors 2012, from the countywide visitor survey (profiled February 2013)
2. Cultural Tourists, from Cumbria Tourism's database, people with an interest in arts and culture (profiled February 2012)
3. Individual databases from cultural venue and event databases including the Brewery Arts Centre, Abbot Hall, Blackwell, Lakes Alive, Theatre by the Lake, Eden Arts, Lake District Summer Music, the Kirkgate Centre, and Farfield Mill (profiled February/March 2013)

## 2. Visitor Origin

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### a. Cumbrian visitors

For visitors to Cumbria - the Lake District, the North West is the most important origin region, providing more than a third of all visitors, at 36.4%.

After the North West, Yorkshire and the North East are next most important source regions - accounting for a further 21.3% of visitors between them. The East, East Midlands, Scotland, South East (excluding London), and West Midlands all generate 6-7% of the visitor market each.

### b. Cultural tourists

The origin of cultural tourists (people signing up to Cumbria Tourism's email database) is different to the actual visitor profile. There are more cultural tourists in London, and the South East, than actual visitors - 21.2% compared to 9.2% of visitors on the ground. The North West remains the most important source region, holding 19% of the cultural tourists.

### c. Individual Venues/Events

#### Brewery

Region	Number	%
East	342	0.6%
East Midlands	543	1.0%
London	583	1.1%
North East	821	1.5%
North West	46,702	85.6%
Northern Ireland	20	0.0%
Scotland	790	1.4%
South East	620	1.1%
South West	401	0.7%
Wales	230	0.4%
West Midlands	465	0.9%
Yorkshire	3,040	5.6%
<b>Total</b>	<b>54,557</b>	<b>99.9%</b>

#### Abbot Hall

Region	Number	%
East	514	4.0%
East Midlands	481	4.0%
London	783	6.0%
North East	502	4.0%
North West	6,758	52.0%
Northern Ireland	32	0.0%
Scotland	452	4.0%
South East	817	6.0%
South West	501	4.0%
Wales	185	1.0%
West Midlands	498	4.0%
Yorkshire	1,368	11.0%
<b>Total</b>	<b>12,891</b>	<b>100.0%</b>

#### Blackwell

Region	Number	%
East	1,640	6.2%
East Midlands	1,563	5.9%
London	2,087	7.9%
North East	1,412	5.4%
North West	8,461	32.1%
Northern Ireland	73	0.3%
Scotland	1,539	5.8%
South East	2,705	10.3%
South West	1,497	5.7%
Wales	448	1.7%
West Midlands	1,560	5.9%
Yorkshire	3,378	12.8%
<b>Total</b>	<b>26,363</b>	<b>100.0%</b>

#### Lakes Alive

Region	Number	%
East	12	0.7%
East Midlands	13	0.7%
London	12	0.7%
North East	33	1.8%
North West	1,617	89.3%
Northern Ireland	2	0.1%
Scotland	23	1.3%
South East	18	1.0%
South West	10	0.5%
Wales	7	0.4%
West Midlands	23	1.3%
Yorkshire	40	2.2%
<b>Total</b>	<b>1,810</b>	<b>100.0%</b>

#### Theatre by the Lake

Region	Number	%
East	2,115	4.40%
East Midlands	2,319	4.80%
London	1,655	3.50%
North East	3,608	7.50%
North West	24,156	50.40%
Northern Ireland	150	0.30%
Scotland	2,155	4.50%
South East	2,822	5.90%
South West	1,716	3.60%
Wales	489	1.00%
West Midlands	2,054	4.30%
Yorkshire	4,686	9.80%
<b>Total</b>	<b>47,925</b>	<b>100.00%</b>

#### Eden Arts

Region	Number	%
East	13	1.0%
East Midlands	17	1.3%
London	30	2.3%
North East	26	2.0%
North West	1075	83.4%
Northern Ireland	0	0.0%
Scotland	16	1.2%
South East	29	2.2%
South West	20	1.6%
Wales	10	0.8%
West Midlands	11	0.9%
Yorkshire	42	3.3%
<b>Total</b>	<b>1289</b>	<b>100.0%</b>

#### Lake District Summer Music

Region	Number	%
East	28	0.90%
East Midlands	35	1.20%
London	73	2.40%
North East	34	1.10%
North West	2,548	83.80%
Northern Ireland	0	0.00%
Scotland	37	1.20%
South East	52	1.70%
South West	39	1.30%
Wales	15	0.50%
West Midlands	50	1.70%
Yorkshire	128	4.20%
<b>Total</b>	<b>3,039</b>	<b>100.00%</b>

#### Kirkgate Centre

Region	Number	%
East	4	0.10%
East Midlands	10	0.30%
London	11	0.30%
North East	41	1.20%
North West	3,295	95.20%
Northern Ireland	0	0.00%
Scotland	32	0.90%
South East	23	0.70%
South West	6	0.20%
Wales	1	0.00%
West Midlands	8	0.20%
Yorkshire	29	0.80%
<b>Total</b>	<b>3,460</b>	<b>99.90%</b>

### Farfield Mill

Region	Number	%
East	474	5.5%
East Midlands	477	5.5%
London	282	3.3%
North East	454	5.2%
North West	3,663	42.3%
Northern Ireland	13	0.2%
Scotland	402	4.6%
South East	628	7.3%
South West	338	3.9%
Wales	112	1.3%
West Midlands	391	4.5%
Yorkshire	1,424	16.4%
<b>Total</b>	<b>8,658</b>	<b>100.0%</b>

The North West is also the most important origin region for the cultural venues and events - to a varying degree:

Organisation	North West Origin %
Blackwell	32%
Cumbria Visitors	36%
Farfield Mill	42%
Theatre by the Lake	50%
Abbot Hall	52%
Eden Arts	83%
Lake District Summer Music	84%
Brewery Arts Centre	86%
Lakes Alive	89%
Kirkgate Centre	95%

There is a clear split between venues attracting a more local audience (80%+ from within the North West), and those attracting a mixture of locals, day trippers from further afield, and visitors staying overnight in the county.

Yorkshire is also a significant source region for Theatre by the Lake (10%), Abbot Hall (11%), Blackwell (13%), and especially Farfield Mill (16%).

The only other region accounting for 10% or more of visitors was for Blackwell, where 10.3% came from the South East.

### 3. Mosaic segmentation

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#### a. Cumbrian visitors

This is the top ten table for visitors to Cumbria - the Lake District. It is dominated by segments from the D and F groups, with one more affluent B segment, and a couple of less affluent M segments.

<b>2012 Visitors</b>				
Rank	Mosaic Type	Target %	Base %	Index
1	F25 Production Managers	5.72%	2.88%	199
2	D18 Hardworking Families	4.38%	2.00%	218
3	D19 Innate Conservatives	4.04%	2.99%	135
4	D17 Jacks of All Trades	3.93%	2.39%	164
5	B06 Yesterday's Captains	3.82%	1.97%	193
6	F26 Mid-Market Families	3.48%	2.48%	140
7	F24 Garden Suburbia	3.37%	2.46%	137
8	F27 Shop Floor Affluence	3.03%	2.09%	145
9	M54 Clocking Off	3.03%	2.28%	133
10	M56 Small Wage Owners	2.81%	3.19%	88

#### **F25 Production Managers**

Key Features:

- Unspectacular incomes
- Inner suburbia
- Mix of ages
- Not ostentatious
- Loyal to large brands
- Very cautious borrowers
- Comfortable with technology
- Paid off mortgages
- Comfortable and unambitious
- White collar and technical workers

Production Managers are people approaching retirement, who have lived in quiet streets of semi-detached, often inter war housing, typically in the established but more pleasant suburbs of large industrial cities for many years. There are also some married couples with children of school years. These are very often the homes of whitecollar and technical workers, who are close to having given a lifetime of service in specialist departments of large national or international manufacturing companies.

These are neither well paid senior executives nor young high flyers, but the backbone of not especially ambitious individuals who ensure a company's operational effectiveness in its areas of core competence. This type is particularly common in large urban centres in the North West of England, reliant on the engineering industry and highly capitalised production systems such as brewing, energy and chemicals. Production Managers will very often have been born locally, and will have acquired technical qualifications which provide a high level of expertise in process management. Their remuneration will increase as a result of experience and promotion unlike less qualified manual workers whose incomes will peak early and later decline.

Most live in residential neighbourhoods of family type residences, often of a uniform design, built by developers on what were then the outer edges of large industrial towns, typically with a garage or off street parking and with a fair sized garden. Once comfortably installed in their homes with

their young children, people have had little motivation to trade up to larger or more modern housing in more prestigious suburbs, or to move to country villages in which they might feel they would have difficulty fitting in socially. A high proportion of this type has by now paid off their mortgages. Typically these are people living in suburbs that are not pretentious, but which at the same time have not been penetrated by anti-social elements from the inner city.

Their residents do not feel the need to demonstrate whatever successes they have achieved in their lives through the purchase of lifestyle accessories. Homes and gardens are the focus of leisure activity. Men in particular may well have taken up specialist hobbies requiring research and organisational skills rather than cultural knowledge. Many will be proficient users of the Internet and will be comfortable using technology to find the products and services that best meet their needs at a price they can afford. These therefore are careful consumers who usually live well within their means, who borrow money only for the purchase of a home or car, and who seldom have adverse data on their credit records. Grandchildren will have become an important focus of many older women in this type, who will also enjoy romantic novels and following soap operas.

These are people who often have first hand experience at work of the culture of large, complex organisations and they are not a natural target market for advertising copy that projects values such as authenticity, natural or organic ingredients. These people are generally happy to buy well established brands from large, successful and even anonymous companies and through impersonal media channels. They tend not to hold strong political views.

### **D18 Hardworking Families**

Key features:

- Family centred
- Face to face contact
- Mainstream tastes
- Grandchildren
- Hard working
- Reasonable incomes
- Few qualifications
- Commercial and industrial
- Mix of occupations
- Industrious empty nesters

Hardworking Families are mostly industrious empty nesters living in unpretentious but agreeable, low density, owner occupied estates, typically built during the 1970s and 1980s on the outskirts of medium sized towns. Occupations range from junior managerial staff and well qualified technicians to white-collar service workers and some skilled manual workers. Many work in commercial and industrial organisations, relatively few for themselves. The towns in which they work and live fit within the soubriquet of Middle England, they are neither associated with nineteenth century smokestack industries nor the high-tech or service industries by which the contemporary economy will be rejuvenated. Most of these people have been brought up in medium size communities which do not suffer from high levels of unemployment, in places where family relationships persist and where ethnic minorities are seldom seen.

People tend to have lived in their own homes for a very long time. When their homes were built by a large developer it was possible to build homes for families at much lower residential densities than is common today. Many of these are – by no means expensive – detached houses, others bungalows and semi-detached. As time has gone by, the original young families have grown up and most have now left home. The outstanding balance on the mortgages is often a small proportion of the value of the home. People's minds are concentrated on adding to the savings which they can draw upon once they reach retirement.

Although this type tends to hold down jobs which are fairly well paid, few people have especially high academic qualifications or are what might be described as high achievers. In their tastes this

type are followers rather than leaders and go along with whatever prevails as contemporary fashion. Individuality is expressed more often through craftsmanship than intellectual articulation and satisfaction will be gained from simple everyday pleasures such as walking the dog and meeting friends in the pub. Many people in this type will have surpassed the career expectations of their parents, will be first time owner occupiers and will be looking forward to a retirement of modest comfort.

Hardworking Families represents the typical consumer base of most mid-market retail chains as well as a barometer of political opinion. They are likely to prefer market leading brands that cater for mainstream tastes and whose products are class-neutral to brands which have distinctive lifestyle connotations. These are the sort of people who are more likely to talk to shop assistants than to complain about service levels. Compared to other types of neighbourhood common in small town environments this type is not especially engaged in community activities and finds it difficult to imagine what kind of community it wants to belong to. Arguably family means more to this type than community. Culturally it is not excited by diversity or by exposure to foreign cultures.

These communities form the bedrock of Daily Express and Daily Mail readership. Consumers are price sensitive and responsive to promotional offers. They check the premiums on the invitations to renew their car insurance as carefully as they drive their hatchback and saloon cars, and recognise the value of the Internet and make frequent use of price comparison sites.

### **D19 Innate Conservatives**

Key features:

- Facts and testimonials
- Maximise interest
- Savings and investments
- Hardworking
- Responsible
- Pride in home and gardens
- Good social networks
- Self employed, accountant, teacher
- Retired married couples
- Spacious bungalows

Innate Conservatives live in a mix of housing styles which often includes detached two storey houses and modern style bungalows, set in reasonable plots where retired people enjoy a comfortable lifestyle on the outskirts of market towns and medium size commercial centres. Unlike the semi-detached bungalow developments in seaside retirement communities, the bungalows that are mixed with other two storey housing styles were originally designed for families rather than older people. They were built at a time when land costs were much lower than they are today and when planners had not woken up to the problems associated with excessively low density urban sprawl.

Many of the retired people who live in these homes have lived in them for many decades and indeed have used them to bring up their now grown up children. Those who have arrived more recently are often people with local associations, perhaps a farmer who has sold up on retirement or a couple downsizing from a period property closer to the centre of town. Before retirement, these people may have worked as a self-employed shop owner, an accountant in a local partnership, a doctor or a teacher. These areas are less common as retirement locations for retired business executives because such communities tend to have a rather local, self-sufficient orientation. People identify with the communities which they have served as professionals and in which they have developed an extensive network of business contacts during their working lives. Defining physical features of these neighbourhoods are their well tended lawns and expertly cultivated borders, visible across small concrete or brick dividing walls, and the importance attached to the physical repair of the buildings themselves. These are the homes of responsible,

Careful people who constrain whatever impulsiveness they may have behind a well ordered hierarchy of routines. They expect similar disciplines to be applied by central and local government and are natural supporters of the Conservative party, abhorring wasteful expenditure. Such people are generous with their time and money when it comes to giving to local charitable causes, particularly towards the elderly, children and animals, none of whom can be blamed for their own misfortunes.

To the marketer the most effective method of appealing to this type is the argument that these people owe it to themselves to award themselves a special treat, particularly one which celebrates their long-standing relationship with their partner and recognises the sacrifices they have made in their careers and for their children. In particular this is a good target market for occasional large discretionary expenditures, perhaps a conservatory or replacement kitchen or a once-in-a-lifetime holiday in Australia.

The type of copy known to work successfully here includes testimonials from similar looking people and extensive text with copious factual details which, among other things, focus on quality of service and reliability of performance. Media which are particularly effective at reaching this type are the Daily Telegraph and the Daily Express.

With their mortgages now mostly, if not entirely, paid off and children off their hands, this type now spends time discussing how best to maximise returns on its investments and, whilst its liquid asset base is restricted, it is nonetheless an attractive market for the saving and investments departments of financial services organisations, particularly those that are tax free.

Whilst there is a clear differentiation of gender roles, most consumers pride themselves on being part of a married partnership and enjoy leisure activities where they can meet other similar couples. Bridge and golf often absorb much of their time and can act as the fulcrum of their social networks. This is a good source of business for cruise companies since these are the sort of people that tend to rely on people with expert knowledge and who prefer well organised, pre-planned experiences.

### **b. Cultural tourists**

This is the top ten for people on the cultural tourist database. It is similar to the overall visitor profile, with seven of the ten in both profiles. F25 Production Managers are the number one segment for both.

<b>2012 Cultural Tourists</b>				
Rank	Mosaic Type	Target %	Base %	Index
1	F25 Production Managers	4.53%	2.77%	163
2	B05 Mid-Career Climbers	4.13%	2.02%	205
3	F26 Mid-Market Families	3.63%	2.49%	146
4	D19 Innate Conservatives	3.62%	2.92%	124
5	F24 Garden Suburbia	3.47%	2.43%	143
6	B06 Yesterday's Captains	3.43%	1.91%	180
7	D18 Hardworking Families	3.24%	1.89%	171
8	M56 Small Wage Owners	3.05%	3.16%	96
9	F27 Shop Floor Affluence	2.95%	2.16%	136
10	M55 Backyard Regeneration	2.89%	2.44%	118

## **F25 Production Managers**

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### c. Individual venues/events

#### Brewery Arts Centre

Rank	Mosaic Type	Target %	Base %	Index
1	C12 Country Loving Elders	5.80%	1.12%	518
2	C13 Modern Agribusiness	5.17%	1.29%	400
3	D17 Jacks of All Trades	5.16%	2.39%	216
4	M55 Backyard Regeneration	4.84%	2.31%	210
5	D16 Side Street Singles	4.76%	1.44%	331
6	C14 Farming Today	4.62%	0.62%	748
7	E22 Beachcombers	4.22%	0.84%	504
8	D19 Innate Conservatives	3.71%	2.99%	124
9	C11 Squires Among Locals	3.45%	0.96%	360
10	B08 Dormitory Villagers	3.35%	1.53%	220

#### Abbot Hall

Rank	Mosaic Type	Target %	Base %	Index
1	B06 Yesterday's Captains	5.39%	1.97%	273
2	C12 Country Loving Elders	4.61%	1.12%	412
3	B08 Dormitory Villagers	4.52%	1.53%	296
4	C13 Modern Agribusiness	3.93%	1.29%	304
5	B10 Parish Guardians	3.73%	0.80%	464
6	C14 Farming Today	3.55%	0.62%	575
7	D19 Innate Conservatives	3.43%	2.99%	115
8	A02 Voices of Authority	3.36%	1.03%	326
9	C11 Squires Among Locals	3.36%	0.96%	350
10	E22 Beachcombers	3.20%	0.84%	383

#### Blackwell

Rank	Mosaic Type	Target %	Base %	Index
1	B06 Yesterday's Captains	6.03%	1.97%	306
2	B08 Dormitory Villagers	4.86%	1.53%	318
3	A03 Business Class	4.68%	1.30%	360
4	A02 Voices of Authority	4.15%	1.03%	403
5	B10 Parish Guardians	3.59%	0.80%	447
6	B05 Mid-Career Climbers	3.52%	2.02%	175
7	D19 Innate Conservatives	3.51%	2.99%	117
8	A04 Serious Money	3.45%	0.50%	688
9	C11 Squires Among Locals	3.36%	0.96%	350
10	F24 Garden Suburbia	3.30%	2.46%	134

### Lakes Alive

Rank	Mosaic Type	Target %	Base %	Index
1	M55 Backyard Regeneration	5.73%	2.31%	248
2	M56 Small Wage Owners	5.73%	3.19%	180
3	C13 Modern Agribusiness	4.28%	1.29%	331
4	F25 Production Managers	4.28%	2.88%	149
5	D17 Jacks of All Trades	4.23%	2.39%	177
6	I40 Legacy of Labour	4.12%	2.94%	140
7	D16 Side Street Singles	4.06%	1.44%	282
8	C12 Country Loving Elders	3.62%	1.12%	323
9	I38 Settled Ex-Tenants	3.51%	1.82%	192
10	F26 Mid-Market Families	3.17%	2.48%	128

### Theatre by the Lake

Rank	Mosaic Type	Target %	Base %	Index
1	B06 Yesterday's Captains	5.43%	1.97%	275
2	C12 Country Loving Elders	5.08%	1.12%	454
3	D19 Innate Conservatives	4.52%	2.99%	151
4	C13 Modern Agribusiness	4.28%	1.29%	331
5	B08 Dormitory Villagers	4.06%	1.53%	266
6	F25 Production Managers	4.02%	2.88%	140
7	D18 Hardworking Families	3.99%	2.00%	199
8	B05 Mid-Career Climbers	3.90%	2.02%	193
9	C14 Farming Today	3.42%	0.62%	553
10	E22 Beachcombers	3.25%	0.84%	389

### Eden Arts

Rank	Mosaic Type	Target %	Base %	Index
1	C14 Farming Today	9.78%	0.62%	1583
2	C13 Modern Agribusiness	9.31%	1.29%	720
3	C12 Country Loving Elders	8.14%	1.12%	727
4	D16 Side Street Singles	4.30%	1.44%	299
5	M55 Backyard Regeneration	3.91%	2.31%	170
6	M56 Small Wage Owners	3.68%	3.19%	115
7	C15 Upland Struggle	3.60%	0.47%	768
8	C11 Squires Among Locals	3.52%	0.96%	367
9	F26 Mid-Market Families	2.90%	2.48%	117
10	E22 Beachcombers	2.82%	0.84%	337

### Lake District Summer Music

Rank	Mosaic Type	Target %	Base %	Index
1	E22 Beachcombers	10.80%	0.84%	1292
2	C12 Country Loving Elders	8.11%	1.12%	724
3	B06 Yesterday's Captains	5.85%	1.97%	296
4	B10 Parish Guardians	5.52%	0.80%	688
5	C14 Farming Today	5.38%	0.62%	872
6	C13 Modern Agribusiness	4.75%	1.29%	367
7	B08 Dormitory Villagers	4.29%	1.53%	281
8	E20 Golden Retirement	4.02%	0.65%	614
9	D16 Side Street Singles	3.66%	1.44%	254
10	M55 Backyard Regeneration	3.26%	2.31%	141

### Kirkgate Centre

Rank	Mosaic Type	Target %	Base %	Index
1	C12 Country Loving Elders	8.00%	1.12%	714
2	C13 Modern Agribusiness	7.73%	1.29%	598
3	D18 Hardworking Families	5.47%	2.00%	273
4	D19 Innate Conservatives	5.38%	2.99%	180
5	C11 Squires Among Locals	4.86%	0.96%	506
6	D16 Side Street Singles	4.77%	1.44%	332
7	D17 Jacks of All Trades	4.51%	2.39%	188
8	C14 Farming Today	4.48%	0.62%	725
9	B09 Escape to the Country	4.01%	1.30%	308
10	F25 Production Managers	3.95%	2.88%	137

### Farfield Mill

Rank	Mosaic Type	Target %	Base %	Index
1	B06 Yesterday's Captains	5.41%	1.97%	274
2	C12 Country Loving Elders	4.93%	1.12%	440
3	B08 Dormitory Villagers	4.13%	1.53%	271
4	D19 Innate Conservatives	4.00%	2.99%	134
5	C13 Modern Agribusiness	3.83%	1.29%	296
6	C11 Squires Among Locals	3.77%	0.96%	393
7	B05 Mid-Career Climbers	3.71%	2.02%	184
8	C14 Farming Today	3.71%	0.62%	601
9	F25 Production Managers	3.63%	2.88%	126
10	D18 Hardworking Families	3.51%	2.00%	175

## 4. Matrix of Top Ten Segments

The top ten segments across each of the eleven databases cross match to fall within just 28 of the 67 Mosaic types.

Segment										
<b>A02 Voices of Authority</b>			Abbot Hall	Blackwell						
<b>A03 Business Class</b>				Blackwell						
<b>A04 Serious Money</b>				Blackwell						
<b>B05 Mid-Career Climbers</b>	Cultural Tourists			Blackwell		Theatre by the Lake				Farfield Mill
<b>B06 Yesterday's Captains</b>	Cumbria Visitors Cultural Tourists		Abbot Hall	Blackwell		Theatre by the Lake		Lake District Summer Music		Farfield Mill
<b>B08 Dormitory Villagers</b>		Brewery	Abbot Hall	Blackwell		Theatre by the Lake		Lake District Summer Music		Farfield Mill
<b>B09 Escape to the Country</b>									Kirkgate Centre	
<b>B10 Parish Guardians</b>			Abbot Hall	Blackwell				Lake District Summer Music		
<b>C11 Squires Among Locals</b>		Brewery	Abbot Hall	Blackwell			Eden Arts		Kirkgate Centre	Farfield Mill
<b>C12 Country Loving Elders</b>		Brewery	Abbot Hall		Lakes Alive	Theatre by the Lake	Eden Arts	Lake District Summer Music	Kirkgate Centre	Farfield Mill
<b>C13 Modern Agribusiness</b>		Brewery	Abbot Hall		Lakes Alive	Theatre by the Lake	Eden Arts	Lake District Summer Music	Kirkgate Centre	Farfield Mill
<b>C14 Farming Today</b>		Brewery	Abbot Hall			Theatre by the Lake	Eden Arts	Lake District Summer Music	Kirkgate Centre	Farfield Mill
<b>C15 Upland Struggle</b>							Eden Arts			
<b>D16 Side Street Singles</b>		Brewery			Lakes Alive		Eden Arts	Lake District Summer Music	Kirkgate Centre	
<b>D17 Jacks of All Trades</b>	Cumbria Visitors	Brewery			Lakes Alive				Kirkgate Centre	
<b>D18 Hardworking Families</b>	Cumbria Visitors Cultural Tourists					Theatre by the Lake			Kirkgate Centre	Farfield Mill
<b>D19 Innate Conservatives</b>	Cumbria Visitors Cultural Tourists	Brewery	Abbot Hall	Blackwell		Theatre by the Lake			Kirkgate Centre	Farfield Mill
<b>E20 Golden Retirement</b>								Lake District Summer Music		
<b>E22 Beachcombers</b>		Brewery	Abbot Hall			Theatre by the Lake	Eden Arts	Lake District Summer Music		
<b>F24 Garden Suburbia</b>	Cumbria Visitors Cultural Tourists			Blackwell						
<b>F25 Production Managers</b>	Cumbria Visitors Cultural Tourists				Lakes Alive	Theatre by the Lake			Kirkgate Centre	Farfield Mill
<b>F26 Mid-Market Families</b>	Cumbria Visitors Cultural Tourists				Lakes Alive		Eden Arts			
<b>F27 Shop Floor Affluence</b>	Cumbria Visitors Cultural Tourists									
<b>I38 Settled Ex-Tenants</b>					Lakes Alive					
<b>I40 Legacy of Labour</b>					Lakes Alive					
<b>M54 Clocking Off</b>	Cumbria Visitors									
<b>M55 Backyard Regeneration</b>	Cultural Tourists	Brewery			Lakes Alive		Eden Arts	Lake District Summer Music		
<b>M56 Small Wage Owners</b>	Cumbria Visitors Cultural Tourists				Lakes Alive		Eden Arts			

## 5. Cross Matches (Top Tens)

The matrix below shows the number of identical top ten Mosaic segments shared between the databases. Values of over five have been highlighted as the strongest matches - meaning that customer types are shared.

For example, eight of the top ten segments of Cumbria Visitors are also found within the Cultural Tourists database - indicating a strong correlation between customer types - and thus the potential for shared marketing opportunities and cross-selling.

	Cumbria Visitors	Cultural Tourists	Brewery	Abbot Hall	Blackwell	Lakes Alive	Theatre by the Lake	Eden Arts	Lake District Summer Music	Kirkgate Centre	Farfield Mill
Cumbria Visitors	-	<b>8</b>	2	2	3	4	4	2	1	4	4
Cultural Tourists	<b>8</b>	-	2	2	4	4	5	3	2	3	5
Brewery	2	2	-	<b>7</b>	3	5	<b>6</b>	<b>7</b>	<b>7</b>	<b>7</b>	<b>6</b>
Abbot Hall	2	2	<b>7</b>	-	<b>6</b>	2	<b>7</b>	5	<b>7</b>	5	<b>7</b>
Blackwell	3	4	3	<b>6</b>	-	0	4	1	3	2	5
Lakes Alive	4	4	5	2	0	-	3	<b>6</b>	4	5	3
Theatre by the Lake	4	5	<b>6</b>	<b>7</b>	4	3	-	4	<b>6</b>	<b>6</b>	<b>9</b>
Eden Arts	2	3	<b>7</b>	5	1	<b>6</b>	4	-	<b>6</b>	5	4
Lake District Summer Music	1	2	<b>7</b>	<b>7</b>	3	4	<b>6</b>	<b>6</b>	-	4	5
Kirkgate Centre	4	3	<b>7</b>	5	2	5	<b>6</b>	5	4	-	<b>7</b>
Farfield Mill	4	5	<b>6</b>	<b>7</b>	5	3	<b>9</b>	4	5	<b>7</b>	-

The Brewery, Abbot Hall, and Theatre by the Lake have the largest number of potential partners, with similar customer segments. The Brewery has strong matches with six other venues, and Abbot Hall and Theatre by the Lake each with five others.

Blackwell and Lakes Alive each have just one potential match, Blackwell with Abbot Hall, and Lakes Alive with Eden Arts.

The strongest match is for Theatre by the Lake and Farfield Mill, who share 9 of the same top 10 Mosaic segments.

## 6. Segments by Significance

The table below shows the most important Mosaic segments by significance - here only the top three segments in each database profile are considered.

This process reduces the population further - to just 15 of the 67 Mosaic segments.

Segment	Venues	Matches
C12 Country Loving Elders	Brewery Abbot Hall Theatre by the Lake Eden Arts Lake District Summer Music Kirkgate Centre Farfield Mill	7
B06 Yesterday's Captains	Abbot Hall Blackwell Theatre by the Lake Lake District Summer Music Farfield Mill	5
C13 Modern Agribusiness	Brewery Lakes Alive Eden Arts Kirkgate Centre	4
B08 Dormitory Villagers	Abbot Hall Blackwell Farfield Mill	3
D18 Hardworking Families	Cumbria Visitors Kirkgate Centre	2
D19 Innate Conservatives	Cumbria Visitors Theatre by the Lake	2
F25 Production Managers	Cumbria Visitors Cultural Tourists	2
A03 Business Class	Blackwell	1
B05 Mid-Career Climbers	Cultural Tourists	1
C14 Farming Today	Eden Arts	1
D17 Jacks of All Trades	Brewery	1
E22 Beachcombers	Lake District Summer Music	1
F26 Mid-Market Families	Cultural Tourists	1
M55 Backyard Regeneration	Lakes Alive	1
M56 Small Wage Owners	Lakes Alive	1

Segments falling with the C group are predominantly a local, rather than visitor market. Of the top three (highlighted), only the **B06 Yesterday's Captains** could be considered to be a true visitor segment. Given this, and their significance to a number of venues (appearing in the top three Mosaic segments for five venues), they should be considered as a priority market for future targeting.

## 7. Segments by Volume

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The table below shows the most important Mosaic segments by volume, i.e. by the number of profiled databases in which they appear. Those appearing in the top tens of four or more of the databases have been listed.

Segment	Volume
C12 Country Loving Elders	8
C13 Modern Agribusiness	8
D19 Innate Conservatives	8
B06 Yesterday's Captains	7
C14 Farming Today	7
B08 Dormitory Villagers	6
C11 Squires Among Locals	6
F25 Production Managers	6
D16 Side Street Singles	5
D18 Hardworking Families	5
M55 Backyard Regeneration	5
B05 Mid-Career Climbers	4
D17 Jacks of All Trades	4
E22 Beachcombers	4
F26 Mid-Market Families	4
M56 Small Wage Owners	4

As before, considering that segments falling with the C group are predominantly a local, rather than visitor market, then of the top five (highlighted), only the **D19 Innate Conservatives**, and **B06 Yesterday's Captains** could be considered to be true visitor segments. Given this, and their frequency, they should both be considered as priority markets for future targeting.

### D19 Innate Conservatives

Key features:

- Facts and testimonials
- Maximise interest
- Savings and investments
- Hardworking
- Responsible
- Pride in home and gardens
- Good social networks
- Self employed, accountant, teacher
- Retired married couples
- Spacious bungalows

Innate Conservatives live in a mix of housing styles which often includes detached two storey houses and modern style bungalows, set in reasonable plots where retired people enjoy a comfortable lifestyle on the outskirts of market towns and medium size commercial centres. Unlike the semi-detached bungalow developments in seaside retirement communities, the bungalows that are mixed with other two storey housing styles were originally designed for families rather than older people.

They were built at a time when land costs were much lower than they are today and when planners had not woken up to the problems associated with excessively low density urban sprawl.

Many of the retired people who live in these homes have lived in them for many decades and indeed have used them to bring up their now grown up children. Those who have arrived more recently are often people with local associations, perhaps a farmer who has sold up on retirement or a couple downsizing from a period property closer to the centre of town. Before retirement, these people may have worked as a self-employed shop owner, an accountant in a local partnership, a doctor or a teacher. These areas are less common as retirement locations for retired business executives because such communities tend to have a rather local, self-sufficient orientation. People identify with the communities which they have served as professionals and in which they have developed an extensive network of business contacts during their working lives.

Defining physical features of these neighbourhoods are their well tended lawns and expertly cultivated borders, visible across small concrete or brick dividing walls, and the importance attached to the physical repair of the buildings themselves. These are the homes of responsible, careful people who constrain whatever impulsiveness they may have behind a well ordered hierarchy of routines. They expect similar disciplines to be applied by central and local government and are natural supporters of the Conservative party, abhorring wasteful expenditure. Such people are generous with their time and money when it comes to giving to local charitable causes, particularly towards the elderly, children and animals, none of whom can be blamed for their own misfortunes.

To the marketer the most effective method of appealing to this type is the argument that these people owe it to themselves to award themselves a special treat, particularly one which celebrates their long-standing relationship with their partner and recognises the sacrifices they have made in their careers and for their children. In particular this is a good target market for occasional large discretionary expenditures, perhaps a conservatory or replacement kitchen or a once-in-a-lifetime holiday in Australia. The type of copy known to work successfully here includes testimonials from similar looking people and extensive text with copious factual details which, among other things, focus on quality of service and reliability of performance. Media which are particularly effective at reaching this type are the Daily Telegraph and the Daily Express.

With their mortgages now mostly, if not entirely, paid off and children off their hands, this type now spends time discussing how best to maximise returns on its investments and, whilst its liquid asset base is restricted, it is nonetheless an attractive market for the saving and investments departments of financial services organisations, particularly those that are tax free.

Whilst there is a clear differentiation of gender roles, most consumers pride themselves on being part of a married partnership and enjoy leisure activities where they can meet other similar couples. Bridge and golf often absorb much of their time and can act as the fulcrum of their social networks. This is a good source of business for cruise companies since these are the sort of people that tend to rely on people with expert knowledge and who prefer well organised, pre-planned experiences.

## **B06 Yesterday's Captains**

Key features:

- Personal service
- Traditional
- Quality and service
- Comfortable but budget carefully
- Empty nesters
- Recently retired professionals
- Active minds
- Suburbs
- Owner occupied
- Attractive spacious houses

Yesterday's Captains are mostly older professionals and managers who live in attractive and spacious houses in well established suburbs of large provincial cities. Here we find people still with active minds and interests who are either approaching or have recently reached retirement, whose children may have left home recently and who, though comfortably off, nevertheless have to be wise in how they spend their declining incomes. Many of the streets where these people live contain pleasant, owner-occupied houses in what, in the early post war period, may have been among the best neighbourhoods in the cities in which they live. Gradually as these families have aged, and younger more dynamic people have moved further out into commuter villages, these neighbourhoods have retained a discrete charm but no longer support the range of services which earlier gave them exclusivity. Though house prices still command a premium they are no longer the most expensive parts of town.

Many residents in these areas have held important senior positions whether in commerce or in the public sector. Here you will find former head teachers and retired doctors as well as sales managers and owners of small businesses serving the local community. Many of these people have lived in the same home for a considerable number of years and maintain a local rather than national or international orientation. They are likely to share a feeling of responsibility for their local community and to have an extensive network of personal contacts and to belong to a variety of local associations. Thus although as consumers they share the middle class propensity to select retail brands on the basis of quality and service, their tastes are relatively conservative and they are late adopters of new styles, contact channels and product categories. They prefer brands which provide them with reliability and security and are relatively little influenced by lifestyle imagery.

With time on their hands and living on quite substantial plots, this type includes a good number of knowledgeable gardeners and nature enthusiasts. Such people are also active supporters of local cultural events, particularly concerts, and enjoy short breaks out of season to mid-range hotels in the country and by the sea from which they are particularly likely to make excursions to National Trust properties. Located mostly in established areas of provincial cities, most of which have been important manufacturing centres in their own lifetime, Yesterday's Captains provide solid support for Conservative candidates. By contrast to other middle class areas, this type has been largely bypassed by workers in the more creative and liberal professions, with their greater enthusiasm for cultural diversity and change, and have not provided a natural environment for New Labour sentiments.

Advertising copy most likely to influence this type stresses conservative values such as value for money and reliability and does not rely on irony or cultural sophistication to achieve an impact. In the current financial climate, many will find their disposable incomes reduced by the fall in the value of their investments and by reductions in yields from fixed interest savings. On the other hand many are willing to provide significant financial assistance to their children, many of whom are relatively recent home purchasers. Evidence suggests that this type is particularly likely to rely on the advice of financial intermediaries whilst pursuing a safety first approach when managing an investment portfolio.

## 8. Potential New Markets

The following table shows the top Mosaic segments with both holiday potential and cultural interests, based on a number of interests. It also shows their volume and significance in the 2012 database of cultural tourists:

Interests	Ranking	Mosaic Type	Name	% 2012 Culture Database	Index
Plan 3+ holidays next year	1	A01	Global Power Brokers	0.13%	43
	2	A03	Business Class	2.35%	187
	3	A04	Serious Money	0.51%	105
	4	A02	Voices of Authority	1.60%	158
	5	G30	Soccer Dads and Mums	1.73%	170
Weekends and short breaks	1	A03	Business Class	2.35%	187
	2	B09	Escape to the Country	1.71%	133
	3	B10	Parish Guardians	1.37%	164
	4	B06	Yesterday's Captains	3.43%	205
	5	G30	Soccer Dads and Mums	1.73%	170
Antiques and fine art	1	A01	Global Power Brokers	0.13%	43
	2	A03	Business Class	2.35%	187
	3	N58	Asian Identities	0.34%	38
	4	A02	Voices of Authority	1.60%	158
	5	N60	Global Fusion	0.94%	59
Art	1	A01	Global Power Brokers	0.13%	43
	2	A02	Voices of Authority	1.60%	158
	3	G29	Footloose Managers	2.18%	128
	4	G33	Military Dependents	0.14%	81
	5	G30	Soccer Dads and Mums	1.73%	170
Cinema and films	1	C14	Farming Today	0.69%	105
	2	G29	Footloose Managers	2.18%	128
	3	B09	Escape to the Country	1.71%	133
	4	H34	Buy-to-Let Territory	0.90%	66
	5	G32	Childcare Years	1.61%	108
Theatre and the arts	1	A01	Global Power Brokers	0.13%	43
	2	A02	Voices of Authority	1.60%	158
	3	A03	Business Class	2.35%	187
	4	G29	Footloose Managers	2.18%	128
	5	G30	Soccer Dads and Mums	1.73%	170
Classical music	1	A01	Global Power Brokers	0.13%	43
	2	A02	Voices of Authority	1.60%	158
	3	A04	Serious Money	0.51%	105
	4	A03	Business Class	2.35%	187
	5	B05	Mid-Career Climbers	4.13%	205

Based on this information, combined with the volume of each type in the current Culture database, and the index score, the recommendation would be to target the following, as potential visitors to Cumbria – the Lake District, with cultural interests and hopefully also motivations.

Mosaic Type	% 2012 Culture Database	Index
A03 Business Class	2.35%	187
G30 Soccer Dads and Mums	1.73%	170
A02 Voices of Authority	1.60%	158
G29 Footloose Managers	2.18%	128

Looking at the information from the individual venues, the table below shows the index score for each (100 is average, and so anything above 100 is significant):

Mosaic Type	Venue	Index	
A03 Business Class	Farfield Mill	<b>203</b>	
	Kirkgate Centre	16	
	Eden Arts	42	
	Lake District Summer Music	<b>199</b>	
	Theatre by the Lake	<b>224</b>	
	Lakes Alive	21	
	Blackwell	<b>360</b>	Top ten
	Abbot Hall	<b>238</b>	
	Brewery	59	

A03 Business Class are significant segments for five of the nine venues profiled, with index scores of 200+, and also appear in the top ten for Blackwell.

Mosaic Type	Venue	Index	
G30 Soccer Dads and Mums	Farfield Mill	93	
	Kirkgate Centre	44	
	Eden Arts	86	
	Lake District Summer Music	13	
	Theatre by the Lake	<b>110</b>	
	Lakes Alive	83	
	Blackwell	81	
	Abbot Hall	61	
	Brewery	78	

G30 Soccer Dads and Mums are a significant segment only for Theatre by the Lake, and this is only slightly above average.

Mosaic Type	Venue	Index	
A02 Voices of Authority	Farfield Mill	234	
	Kirkgate Centre	6	
	Eden Arts	91	
	Lake District Summer Music	190	
	Theatre by the Lake	154	
	Lakes Alive	38	
	Blackwell	403	Top ten
	Abbot Hall	326	Top ten
	Brewery	73	

A02 Voices of Authority are significant segments for five of the nine venues profiled, with index scores of 200+ for three of those, and they also appear in the top ten for both Abbot Hall and Blackwell.

Mosaic Type	Venue	Index	
G29 Footloose Managers	Farfield Mill	134	
	Kirkgate Centre	147	
	Eden Arts	116	
	Lake District Summer Music	81	
	Theatre by the Lake	112	
	Lakes Alive	63	
	Blackwell	165	
	Abbot Hall	150	
	Brewery	107	

G29 Footloose Managers are significant segments for seven of the nine venues profiled, with index scores of up to 165 - an emerging market.

Based on this information, the recommendation would be to target **A02 Voices of Authority**, **A03 Business Class**, and **G29 Footloose Managers**, as existing markets with great potential.

Summary of target segments based on existing and potential markets:

**A02 Voices of Authority**  
**A03 Business Class**  
**B06 Yesterday's Captains**  
**D19 Innate Conservatives**  
**G29 Footloose Managers**

## A02 Voices of Authority

### Key Features:

- Current affairs
- Not ostentatious
- Good taste
- Spacious houses with gardens
- Grown up children
- Married
- Old professions
- Good qualifications
- Leaders
- Influential

Voices of Authority are many of the most influential figures in British society, people who exercise thought leadership in politics and media, in universities, hospitals and the law, who sit on committees of the great and the good. These are people whose letters are published in the correspondence pages of *The Times* and whose opinions are shared with listeners to Radio 4's *Today Programme*. Networking with other influential people is often critical to their success, and much of this activity takes place at professional gatherings and public events, many of which take place in the evening. For this type, it is often difficult to distinguish between work and leisure with the result that people often find it more convenient to live fairly close to the cultural centres of Britain's largest cities which is where many of them also have their formal place of work. When this is your lifestyle it can be inconvenient to have to return each night by train to a distant dormitory suburb or to a rural estate which you can only reach by car.

Most Voices of Authority are married, typically with children who are at university or in careers of their own, and prefer to live in a self-contained older style house with period features than in a modern flat, and in a house with a garden of manageable size rather than in one with extensive grounds of the sort you would be more likely to find in an older suburb or in a semi-rural setting. These neighbourhoods are particularly common in those parts of Britain's largest cities, London in particular, which were populated by the Victorian and Edwardian middle classes. Some neighbourhoods contain spacious houses built in a time when people could afford servants, some of which are now subdivided into flats and others still in single family ownership. Others contain ornate, spacious terraced houses which make practical family homes. The appeal of many of these areas is their access to open spaces such as London's Hampstead Heath, Kew Gardens, Wimbledon Common and Blackheath.

One of the key distinguishing features of Voices of Authority is the very high level of importance attached to, what is often referred to as, human capital which is reflected in the large proportion of residents with one and often two degrees. The well-educated women in this type may wish to combine motherhood with a challenging professional career which is made easier by living closer to city centres. Sociological theories suggest that people tend to distinguish themselves on the basis of their taste rather than more obvious outward displays of conspicuous consumption. In this way, Voices of Authority demonstrate a rather typical and traditional English reserve in not appearing to be overly interested in money or possessions as a mark of success, and it is not uncommon for them to drive much more modest cars than they could afford.

For many, the kitchen is the focus of the home. Market research surveys consistently show these people to be heavily into purchasing exotic foods of foreign provenance. Men as well as women are often enthusiastic cooks and married couples enjoy inviting friends to meals in their own homes which are often occasions for lengthy and detailed discussion of political and cultural topics. They are also frequent users of foreign restaurants. Traditionally this type has been quick to adopt new dietary trends and health concerns, being willing to pay a premium for high quality produce and to avoid buying processed foods with unhealthy ingredients.

Voices of Authority are known to be among the most avid readers of quality newspapers and magazines and pride themselves on being up to date with international developments and emerging

political issues. They are most likely to have strong views on global warming, to be most supportive of human rights charities and willing to pay a premium for Fairtrade products. In general they will be sympathetic to and supportive of people from different backgrounds and cultures to their own, and when selecting films and holiday destinations are likely to choose one which will expose them and their children to unfamiliar cultures.

### **A03 Business Class**

Key Features:

- Heritage
- Premium brands
- Hardworking
- Carefree family life
- Sought after areas
- Extensive gardens
- Large homes
- Substantial incomes and investments
- Comfortable
- 50s and 60s

Business Class are many extremely comfortably off people in their 50s and 60s, living in substantial family homes surrounded by extensive, mature gardens in well established residential suburbs. These people have substantial disposable incomes and liquid assets. Whereas Voices of Authority is the natural home of the old professions many of whom work in partnerships in the centre of London or large provincial cities, Business Class is where you are likely to find people who have accumulated significant wealth through a lifetime in business, either growing a successful family run business or enjoying the fruits of a successful career in a large public company and the award of a lucrative pension based on their final salary.

The results of this hard work are reflecting in the ownership of a very spacious detached home in a highly sought after residential area, typically situated on a large plot with a mature garden providing privacy from neighbouring houses which accommodate people from similar backgrounds. Many of these homes will have been built during the 1930s and early post-war decades when land was cheap enough for homes to be built in larger plots than has been affordable more recently and when the better-off could afford houses with four, five or even more bedrooms. Electing to live in these neighbourhoods, married couples have been able to guarantee themselves access to the best schools for their children, relative freedom from crime and disorder, and neighbours who share their quest for an orderly, private life.

The values of residents in these neighbourhoods are therefore sustained hard work in a commercial environment, the acquisition of property and orderly domesticity. Most neighbourhoods contain expensive properties which few younger people are able to afford. These are homes which people move into whilst their children are at primary school and in which parents continue to live in until well after children have left for university. However the size of the homes and more particularly their gardens are such that they are manageable only in the early years of retirement. Once infirmities develop residents release equity from their homes and retire to places where they have enjoyed family holidays and where maybe they already own a second home.

Business Class offer an excellent market for the provision of private services normally offered by the state, private health, independent education and private security and for personal financial advice. Mortgages having mostly been paid off, incomes are now diverted to home maintenance and improvement which rely on outside contractors rather than do-it-yourself skills. Households are likely to have more than two cars. High disposable incomes and low outgoings, other than on gas, electricity and water, allow for the purchase of premium brands of conventional products. Shopping from Waitrose and Marks & Spencer is loaded into the boot of an upmarket car. These people take frequent breaks and holidays.

Support is more likely to be given to charities which work towards the protection of Britain's heritage, such as the National Trust or RSPB, or for cancer research rather than ones which campaign for human rights or to improve conditions in the third world. Residents in neighbourhoods of this type tend to make very little use of public services. Few vote other than Conservative.

## **B06 Yesterday's Captains**

Key features:

- Personal service
- Traditional
- Quality and service
- Comfortable but budget carefully
- Empty nesters
- Recently retired professionals
- Active minds
- Suburbs
- Owner occupied
- Attractive spacious houses

Yesterday's Captains are mostly older professionals and managers who live in attractive and spacious houses in well established suburbs of large provincial cities. Here we find people still with active minds and interests who are either approaching or have recently reached retirement, whose children may have left home recently and who, though comfortably off, nevertheless have to be wise in how they spend their declining incomes. Many of the streets where these people live contain pleasant, owner-occupied houses in what, in the early post war period, may have been among the best neighbourhoods in the cities in which they live. Gradually as these families have aged, and younger more dynamic people have moved further out into commuter villages, these neighbourhoods have retained a discrete charm but no longer support the range of services which earlier gave them exclusivity. Though house prices still command a premium they are no longer the most expensive parts of town.

Many residents in these areas have held important senior positions whether in commerce or in the public sector. Here you will find former head teachers and retired doctors as well as sales managers and owners of small businesses serving the local community. Many of these people have lived in the same home for a considerable number of years and maintain a local rather than national or international orientation. They are likely to share a feeling of responsibility for their local community and to have an extensive network of personal contacts and to belong to a variety of local associations. Thus although as consumers they share the middle class propensity to select retail brands on the basis of quality and service, their tastes are relatively conservative and they are late adopters of new styles, contact channels and product categories. They prefer brands which provide them with reliability and security and are relatively little influenced by lifestyle imagery.

With time on their hands and living on quite substantial plots, this type includes a good number of knowledgeable gardeners and nature enthusiasts. Such people are also active supporters of local cultural events, particularly concerts, and enjoy short breaks out of season to mid-range hotels in the country and by the sea from which they are particularly likely to make excursions to National Trust properties. Located mostly in established areas of provincial cities, most of which have been important manufacturing centres in their own lifetime, Yesterday's Captains provide solid support for Conservative candidates. By contrast to other middle class areas, this type has been largely bypassed by workers in the more creative and liberal professions, with their greater enthusiasm for cultural diversity and change, and have not provided a natural environment for New Labour sentiments.

Advertising copy most likely to influence this type stresses conservative values such as value for money and reliability and does not rely on irony or cultural sophistication to achieve an impact.

In the current financial climate, many will find their disposable incomes reduced by the fall in the value of their investments and by reductions in yields from fixed interest savings. On the other hand

many are willing to provide significant financial assistance to their children, many of whom are relatively recent home purchasers. Evidence suggests that this type is particularly likely to rely on the advice of financial intermediaries whilst pursuing a safety first approach when managing an investment portfolio.

## **D19 Innate Conservatives**

Key features:

- Facts and testimonials
- Maximise interest
- Savings and investments
- Hardworking
- Responsible
- Pride in home and gardens
- Good social networks
- Self employed, accountant, teacher
- Retired married couples
- Spacious bungalows

Innate Conservatives live in a mix of housing styles which often includes detached two storey houses and modern style bungalows, set in reasonable plots where retired people enjoy a comfortable lifestyle on the outskirts of market towns and medium size commercial centres. Unlike the semi-detached bungalow developments in seaside retirement communities, the bungalows that are mixed with other two storey housing styles were originally designed for families rather than older people. They were built at a time when land costs were much lower than they are today and when planners had not woken up to the problems associated with excessively low density urban sprawl.

Many of the retired people who live in these homes have lived in them for many decades and indeed have used them to bring up their now grown up children. Those who have arrived more recently are often people with local associations, perhaps a farmer who has sold up on retirement or a couple downsizing from a period property closer to the centre of town. Before retirement, these people may have worked as a self-employed shop owner, an accountant in a local partnership, a doctor or a teacher. These areas are less common as retirement locations for retired business executives because such communities tend to have a rather local, self-sufficient orientation. People identify with the communities which they have served as professionals and in which they have developed an extensive network of business contacts during their working lives.

Defining physical features of these neighbourhoods are their well tended lawns and expertly cultivated borders, visible across small concrete or brick dividing walls, and the importance attached to the physical repair of the buildings themselves. These are the homes of responsible, careful people who constrain whatever impulsiveness they may have behind a well ordered hierarchy of routines. They expect similar disciplines to be applied by central and local government and are natural supporters of the Conservative party, abhorring wasteful expenditure. Such people are generous with their time and money when it comes to giving to local charitable causes, particularly towards the elderly, children and animals, none of whom can be blamed for their own misfortunes.

To the marketer the most effective method of appealing to this type is the argument that these people owe it to themselves to award themselves a special treat, particularly one which celebrates their long-standing relationship with their partner and recognises the sacrifices they have made in their careers and for their children. In particular this is a good target market for occasional large discretionary expenditures, perhaps a conservatory or replacement kitchen or a once-in-a-lifetime holiday in Australia.

The type of copy known to work successfully here includes testimonials from similar looking people and extensive text with copious factual details which, among other things, focus on quality of service and reliability of performance. Media which are particularly effective at reaching this type are the Daily Telegraph and the Daily Express.

With their mortgages now mostly, if not entirely, paid off and children off their hands, this type now spends time discussing how best to maximise returns on its investments and, whilst its liquid asset base is restricted, it is nonetheless an attractive market for the saving and investments departments of financial services organisations, particularly those that are tax free.

Whilst there is a clear differentiation of gender roles, most consumers pride themselves on being part of a married partnership and enjoy leisure activities where they can meet other similar couples. Bridge and golf often absorb much of their time and can act as the fulcrum of their social networks. This is a good source of business for cruise companies since these are the sort of people that tend to rely on people with expert knowledge and who prefer well organised, pre-planned experiences.

## **G29 Footloose Managers**

Key Features:

- Modern housing
- Company cars
- Singles
- Senior positions
- Internet banking
- Upmarket mainstream brands
- Transient residents
- Work oriented
- Long hours
- Small but expensive housing

Footloose Managers are well paid, middle aged executives who live in post war dormitory towns which were once, but are no longer, rural locations. This type is especially common in the South East of England in the ring of towns around the M25 within easy reach of jobs in new office parks and high tech industrial estates. People live in modern style houses which are not especially spacious but which, because of the pressures of the local housing market, are quite expensive. These houses are often on small estates tucked in between housing of different ages. Most residents will be middle aged, and a significant number are living on their own. Some work in high pressure senior positions in national service companies, others run local businesses. Most work long hours. An interesting feature of this type is the quite rapid turnover of houses in these predominantly owner occupied suburbs. This may be because many owners are working up career ladders which require a periodic change of employer, or because these dormitory settlements are not ones in which it is particularly easy to put down roots.

Compared with people in other upper income types, Footloose Managers are rather more likely to be divorced. Footloose Managers are driven, their self esteem is particularly sensitive to recent promotions and pay rises and they are highly motivated to reach performance based bonuses. Very often they work in fast moving organisations which require them to show a high level of loyalty, and it's likely that the external symbols of success, not least the company car, may be more important than the intrinsic satisfaction derived from the work itself.

The energy that is put into work may leave rather less for home and family relationships, the home acting as a measure of status and a place for living rather than an object for improvement. These are neighbourhoods where relatively little effort is put into garden cultivation and where, although people chat easily to neighbours and to regulars at the local pub, engagement with the local community is relatively shallow.

As consumers, Footloose Managers represent a good target for upmarket, mainstream brands which express significant lifestyle and technology values. Personal ease and comfort are important motivations and local shopping centres are likely to support a wide range of quality restaurants as well as hairdressers and dry cleaners. Whilst there is a strong desire for quality and personal service,

residents are comfortable with an easy going, informal service style. This type is alert to the benefits of the Internet, both for online ordering and for information and they find it convenient to bank and order over the phone. People relax with supplements of The Sunday Times and The Daily Telegraph which provide information on housing, cars and sports.

Opinions about the political parties will focus on the competence of leaders as managers rather than on ideological positions or party policy. These people are not easy to engage in local campaigning and are unlikely at election time to put a sticker in the window to indicate which party they support.

## 9. Individual Summaries

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### 1. The Brewery

The Brewery has a predominantly local rather than visitor market, with 86% of customers from within the North West region, and 82% within just 50 miles of the venue.

The strong local market is reflected in high index scores for both C12 Country Loving Elders (518) and C14 Farming Today (748). An index score of 748 indicates that this segment is more than seven times as likely to visit the Brewery than the average household - or to put it another way, if they were to target a number of households, then C14 Farming Today households would be seven times as likely to respond in a positive way.

The Brewery has the largest number of potential partners across the group, sharing 7 of the same top ten customer segments with Abbot Hall, Eden Arts, Lake District Summer Music and the Kirkgate Centre. The Brewery shares 6 of the same top ten Mosaic segments with Theatre by the Lake and Farfield Mill.

### 2. Abbot Hall

Abbot Hall has a mixture of both local and visitor markets. 52% are from within the North West (39% within a 50 mile radius), but more than a fifth (22%) come from more than four hours drive away - likely to be visitors staying overnight somewhere closer to the venue.

This mix is also apparent in the top ten segments - B06 Yesterday's Captains are number one for Abbot Hall, and a definite Cumbria visitor segment - but like the Brewery, the strong local market is also reflected in high index scores for both C12 Country Loving Elders (412) and C14 Farming Today (575). An index score of 575 indicates that this segment is almost six times as likely to visit Abbot Hall than the average household - or to put it another way, if they were to target a number of households, then C14 Farming Today households would be six times as likely to respond in a positive way.

Abbot Hall also has a large number of potential partners across the group, sharing 7 of the same top ten customer segments with the Brewery, Theatre by the Lake, Lake District Summer Music and Farfield Mill. Abbot Hall also shares 6 of the same top ten Mosaic segments with Blackwell.

### 3. Blackwell

Blackwell also has a mixture of both local and visitor markets - but this is the venue with the least amount of customers coming from nearby. Just under a third (32%) are from within the North West, but many live further afield and will be overnight visitors. 23% live between three and five hours drive away, and 24% more than five hours drive away.

Blackwell attracts a more affluent market than the other venues. Three of the top ten segments fall within group A - Alpha Territory. (Apart from Blackwell, only Abbot Hall has one segment in this group). Alpha Territory contains many of the most wealthy and influential people in Britain - people who have risen to positions of power in the private and public sectors, whether as owners of their own businesses, as bankers in the city, as senior managers in industry or as top lawyers, surgeons or civil servants as well as a small but influential groups of celebrities in sport, the arts and entertainment, and wealthy foreign nationals who maintain a home in London. In recent years, this elite group has

become increasingly concentrated in the London area, prime residential areas in Surrey and the Chilterns and in the semi-rural commuter belt of Britain's largest regional centres.

Perhaps because of this rather unique profile, Blackwell only shares a significant proportion of customer types with one other venue - 6 of the same top ten customer segments are also found in Abbot Hall.

#### **4. Lakes Alive**

Lakes Alive events have a very local audience. 89% are from within the North West. Only one other venue profiled has a higher percentage of North West customers.

The Lakes Alive audience is a less affluent one than for the other venues. The top two segments are from group M - Industrial Heritage and there are also two segments from group I - Ex-Council Community in this database - no other venue contains these.

Group M Industrial Heritage contains working class people of a rather traditional and conservative nature who live in communities which have historically been dependent on mines, mills and assembly plants for their livelihood. Most of these people are married and indeed have been married for a long time. Now typically approaching retirement age their children have left them in a family home larger than they really need and whose mortgage they have now nearly paid off. Whilst many people in this group now work in offices and shops, a large proportion still earn their incomes from the exercise of manual and craft skills.

Group I Ex-Council Community have relatively low levels of formal education but, through persistence and hard work, have created a comfortable lifestyle for themselves and their families. Many live on council estates which, because they were comparatively well built and pleasantly laid out, have had a large proportion of their properties purchased under right-to-buy legislation. In general, these are people whose parents might have described themselves as belonging to the working class but who, as consumers, aspire to a middle class lifestyle, at least in terms of the products and services they buy.

Perhaps because of this rather unique profile, Lakes Alive only shares a significant proportion of customer types with one other venue - 6 of the same top ten customer segments are also found in the Eden Arts profile.

#### **5. Theatre by the Lake**

Theatre by the Lake has a mixture of both local and visitor markets. 50% are from within the North West (36% within a 50 mile radius), but more than a fifth (23%) come from more than four hours drive away - likely to be visitors staying overnight somewhere closer to the venue.

This mix is also apparent in the top ten segments - B06 Yesterday's Captains are number one for Theatre by the Lake, and a definite Cumbria visitor segment - but like with many other venues, the strong local market is also reflected in high index scores for both C12 Country Loving Elders (454) and C14 Farming Today (553). An index score of 553 indicates that this segment is more than five times as likely to visit Theatre by the Lake than the average household - or to put it another way, if they were to target a number of households, then C14 Farming Today households would be five times as likely to respond in a positive way.

Theatre by the Lake also has a large number of potential partners across the group, sharing 7 of the same top ten customer segments as Abbot Hall, and 6 of the same top

ten Mosaic segments with the Brewery, Lake District Summer Music and the Kirkgate Centre. It also has the strongest match - sharing 9 out of 10 top Mosaic segments with Farfield Mill.

## **6. Eden Arts**

Eden Arts has a more local market, with 83% of customers from within the North West.

The strong local, rural market is reflected in high index scores for four segments in group C: C13 Modern Agribusiness has an index of 720, C12 Country Loving Elders of 727, C15 Upland Struggle has 768, and C14 Farming Today the highest index in the group at 1,583. An index score of 1,583 indicates that this segment is 15 times as likely to visit Eden Arts than the average household - or to put it another way, if they were to target a number of households, then C14 Farming Today households would be 15 times as likely to respond in a positive way (partly because of their proximity).

Eden Arts has potential partners with the Brewery, sharing 7 of the same top ten customer segments, and also with Lakes Alive and Lake District Summer Music - 6 of the same top ten Mosaic segments are shared here.

## **7. Lake District Summer Music**

Lake District Summer Music also has a more local market, with 84% of customers from within the North West.

The strong local, rural market is reflected in high index scores for two segments in group C: C12 Country Loving Elders of 724, and C14 Farming Today with 872. However, these are not the only markets. This profile is the strongest of them all. 5 of the top ten Mosaic segments have index scores of over 600 - indicating that they are six times as likely to visit Lake District Summer Music events than the average household. If they were to target a number of households, E22 Beachcombers, C12 Country Loving Elders, B10 Parish Guardians, C14 Farming Today and E20 Golden Retirement households would all be six times as likely to respond in a positive way.

Lake District Summer Music has potential partners with the Brewery and Abbot Hall, sharing 7 of the same top ten customer segments, and also with Theatre by the Lake and Eden Arts - 6 of the same top ten Mosaic segments are shared here.

## **8. The Kirkgate Centre**

The Kirkgate Centre has the most local market of the group. 93% of customers are from within 50 miles.

As with other venues, the strong local, rural market is reflected in high index scores for four segments in group C: C12 Country Loving Elders have an index score of 714, C13 Modern Agribusiness of 598, C11 Squires Among Locals of 506, and C14 Farming Today of 725. An index score of 725 indicates that this segment is seven times as likely to visit the Kirkgate Centre than the average household - or to put it another way, if they were to target a number of households, then C14 Farming Today households would be seven times as likely to respond in a positive way (partly because of their proximity).

The Kirkgate Centre has potential partners with the Brewery and Farfield Mill, sharing 7 of the same top ten customer segments, and also with Theatre by the Lake - 6 of the same top ten Mosaic segments are shared here.

## **9. Farfield Mill**

Farfield Mill has a mixture of both local and visitor markets. 42% are from within the North West (32% within a 50 mile radius), but more than a fifth (23%) come from more than four hours drive away - likely to be visitors staying overnight somewhere closer to the venue.

This mix is also apparent in the top ten segments - B06 Yesterday's Captains are number one for Farfield Mill, and a definite Cumbria visitor segment - but like with many other venues, the strong local market is also reflected in high index scores for both C12 Country Loving Elders (440) and C14 Farming Today (601). An index score of 601 indicates that this segment is six times as likely to visit Farfield Mill than the average household - or to put it another way, if they were to target a number of households, then C14 Farming Today households would be six times as likely to respond in a positive way.

Farfield Mill has a number of potential partners across the group, sharing 7 of the same top ten customer segments as Abbot Hall and the Kirkgate Centre, and 6 of the same top ten Mosaic segments with the Brewery. It also has the strongest match - sharing 9 out of 10 top Mosaic segments with Theatre by the Lake.

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April 2013