

Sample Customer Segmentation - GALA Chorus

	Dean and Gary	Grace	Golden Girls in the City	Sven
DEMOGRAPHIC				
Age	50+	30 - 49	50+	22 - 30
Generation	Baby Boomers	Gen X	Baby Boomers	Millenials
Gender	Male	Female	Female	Male
Race / Ethnicity	White	Predominantly White	White	White
Sexual Orientation	Gay	Straight	Straight	Gay
Income	\$150K +	\$50K - 75K	\$50K - \$100K	\$25K - \$40K
Education	College degree - graduate level	Graduate level	College degree	College degree / still working on it / high school
Family Status	Married / partnered	Single / married with single sensibility - decision maker. No kids or considering having them. Risk of losing Grace if she has a kid.	Married with single sensibility - children, if any, are grown and moved out. Empty Nester. Extended family is the "gal pals."	Single. His extended family is his "girlfriends" he hangs out with.
GEOGRAPHY				
Residence Location	Western / SW Metropolitan Area; Crocus Hill and Cathedral Hill	Excelsior Blvd between 100 and Lake Calhoun	Stillwater	Lives in the Wedge / Stevens Community / Uptown/ U of M
Work Location	One works downtown; the other may be working from home	Downtown Minneapolis	Works closer to home; service oriented and wanting to make a difference within her community	Sven is not choosing to live close to where he works. He works at retail in an urban mall.
Place of Origin	Rural Minnesota	Transplant to Minnesota	Twin Cities Metropolitan Area	Rural Minnesota
Choice of Recreation Area	Home entertaining	Happy Hour	Packaging together a night out - dinner and a movie, dinner and arts, dinner and sports	Downtown Minneapolis
USAGE / BEHAVIOR				
Frequent / Infrequent	Frequent use of the arts	Infrequent use of the arts	Frequent use of the arts	Infrequent use of the arts
Subscriber / Single Ticket	Subscribers	Single ticket	Subscriber - more likely to subscribe as a group	Single Ticket
Plan ahead / Impulse	Plan ahead	Impulse - one week out vs. day of	Plan ahead	Impulse!!!
Stated Intentions				
Plan to Come More / Less / The Same	Same to more - if we have more options for new performances and outreaches, they would consider attending	She is likely to come more often, especially if she has a husband or boyfriend who enjoys a concert. She will stop coming if there is a newborn or young child.	The Same to more, if we offer outreaches or other performances they would find interesting	Less often
Will / will not renew	Will renew	Would like to deepen engagement, but may not want to tie herself down to a season ticket.	Will renew	Will not purchase a season ticket
ATTITUDE / BELIEF / OPINION				
Likes/Dislikes				
Preferences				
Values				
PSYCHOGRAPHICS				
Interests	Gathering with friends, performing arts / theater - music, politics, current events, GLBT rights, socially aware and active, do make an attempt to keep up with current pop culture and trend	Socializing, the arts, shopping, fashion, reading, travel, spa, and technology.	Socializing, the arts, shopping, fashion, reading, travel, spa, and technology. Human rights. Gardening.	Socializing, clubbing, arts, travel, parties, technology, pop culture, clothes, meeting people.
Related Behavior	Believes in relevance of our mission and organization. Attends a lot of arts events. Chorus performances create community opportunities. Interested in purchasing new music and product. Patrons of the arts - go to the Guthrie, Ordway, etc.	Believes in GLBT rights because she has gay friends, believes in our mission and this helps her to choose us over competition for her arts dollar. This gives her an opportunity to relate to her gay friends. More likely to buy merchandise at our sales table.	More likely to buy merchandise at our sales table, especially if it is new. Relevance to mission. Truly the arts patrons of our audience. Most likely have subscriptions or keep on the look out for offers to Guthrie, Ordway, etc.	Always plugged in, entertainment on demand, text messaging, status updates on Facebook, fickle interests
Personal Values	Strong work ethic. Importance of family. Hobbies. Travel. Progressive. Giving back to the community. Well educated. Connects to AIDS crisis of the 80s. Likely to attend a protest or social event tied to a cause they believe in.	Liberal, follows current events, but is not motivated to regularly attend political events. Well educated. Awareness of GLBT issues through her friends.	Socially liberal, fiscally conservative, life experiences have landed them just left of center. If push comes to shove, watch out -- they will be politically or socially active if they find personal relevance. Likely to volunteer for Aliveness Project, Open Arms, etc. Good chance to be a nominee for "Eleven Who Care."	More liberal. See and be seen. Well educated as in book and text smart, less interest in current affairs unless they directly impact him. He gets his news from the Daily Show and Yahoo.
Psychological Characteristics	Rounded, centered, happy	Comfortable, confident	Comfortable, confident	ADD

	Empty nesters, but places a lot of importance on the extended family of friends, likeminded people, etc. Leveraging their combined household income for their future.	Lives independently near friends. May have a boyfriend. She may be married. Kids are not in the picture but if she decides to have children, her priorities will dramatically shift.	Approaching retirement or they are retired, enjoying the benefits of their hard labor in their younger years, leveraging their combined income to take advantage of a full evening of entertainment.	Comfortably out to most people in his life, has a roommate or roommates for economic reasons, single, may live with parents or siblings. Strong desire for similar minded friends. Dates, may have a boyfriend, but his definition of a LTR is much shorter than the other segments.
Life Stage				
NEEDS MET IN THE ARTS EXPERIENCE				
Expectations	Their expectations align with our identified needs of our audience. The stairs to the lobby can be intimidating.	Expectations are met	They feel they support the gay community and they have a strong desire for effort free planning. The stairs to the lobby can be intimidating.	Expectations are met
Desires	Their desires align with our identified needs of our audience	Likes the social and venue aspects, emotional connection, makes her feel diversity minded.	Definitely want someplace to go before or after and have the concert be part of an overall evening. Social aspects are important. So is the venue.	Social benefit
Transformation	Transformation expectations are met - want to feel part of the club - more likely to be a high dollar donor	Feels a part of an extended family, pride in herself and her gay friends	Feel like part of the extended family, reinforces their own extended family, pride in gay community and themselves, connect to the "making a statement by being here" concept - more likely to be an individual high dollar donor or work together as a group to help the organization	Too young to perhaps be "transformed" on a tacit level - perhaps more subconscious?
What benefit are they seeking?	Part of the club; arts appreciation but heavy social	Personal pride in supporting GLBT issues	Part of the club; arts appreciation but heavy social	Being seen
What is the competition?	Big institutions of Guthrie, Ordway, etc.; Hennepin Theater Trust; entertaining at home; travel; staying at home; home renovation	Sports events; medium sized art venues; Guthrie and Ordway; Hennepin Theater Trust; entertaining at home; on demand entertainment; happy hour; movies	Smaller art venues than the "Big 3;" Chanhassen Dinner Theater; Park Square and Jungle; Mixed Blood; Chick Flicks and other movies; group table at a nice restaurant; any entertainment venue that they see as being group friendly, easy to accommodate a group	Bars; restaurants; movies; on demand entertainment; chatting on line; internet; porn; Facebook
What is their attitude about the competition?	They know exactly where their seats are, entertainment is world class or at least will not disappoint. More likely to sell out ahead of time.	She's more willing to pay what she needs to pay to see something last minute or within the week. She wants entertainment that won't disappoint. Will venture outside her comfort zone if friends recommend.	They want good seats, easy accessibility for their group, entertainment that will not disappoint. More likely to sell out ahead of time.	Easy way to meet people and be seen; more opportunity to socialize, eat, drink
From their perspective, what is it that only "we" do?	I know someone in the organization and that circle of friends continues to grow; safe, welcoming and supportive place for our relationship; I am supporting GLBT rights by being here	I love the diverse audience and welcoming, safe feel of the venue and audience and performers. I am supporting GLBT rights by being here	They know someone in the organization; the Chorus knows us a group and speaks to us that way	It's entertainment by gays that is different from drag shows or other gay entertainment; something fun to do before going out later; good way to hang out with friends and an easy way for me to say I am supporting the community
Marketing Potential	Excellent growth potential, something for a gay couple to do together in an inclusive, accepting, welcoming environment.	Good growth potential - need to make this market aware that they are coming to our concerts.	Good growth potential; emphasize that the concert is part of an overall evening out for a group; we welcome groups	Greatest growth potential for the entry ticket prices, but most difficult to attract