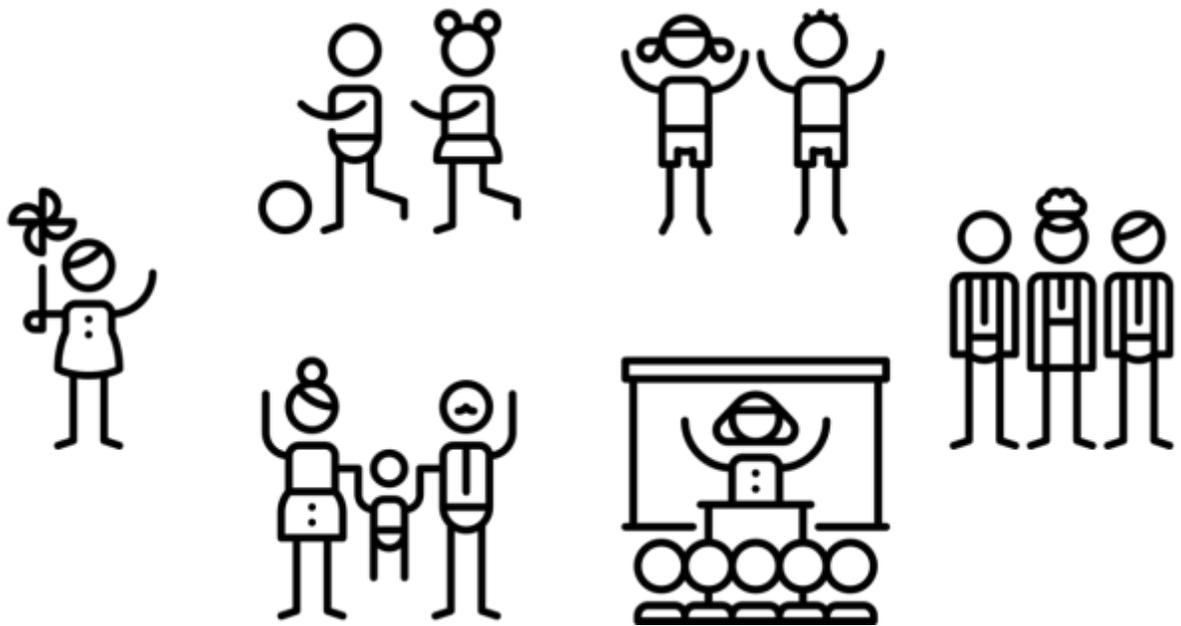


Young people in the audience for cultural events - profile and expectations

three surveys from 2019 refer to the profile and expectations of young audiences

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Icons: Freepic, Flaticon

In the past year, experts from Intercultura Consult participated in three studies of the youth audience for cultural events in Bulgaria.

The following text relates four major trends that have emerged in the research of young audience for:

- popular science
- outdoor performing arts
- classical music

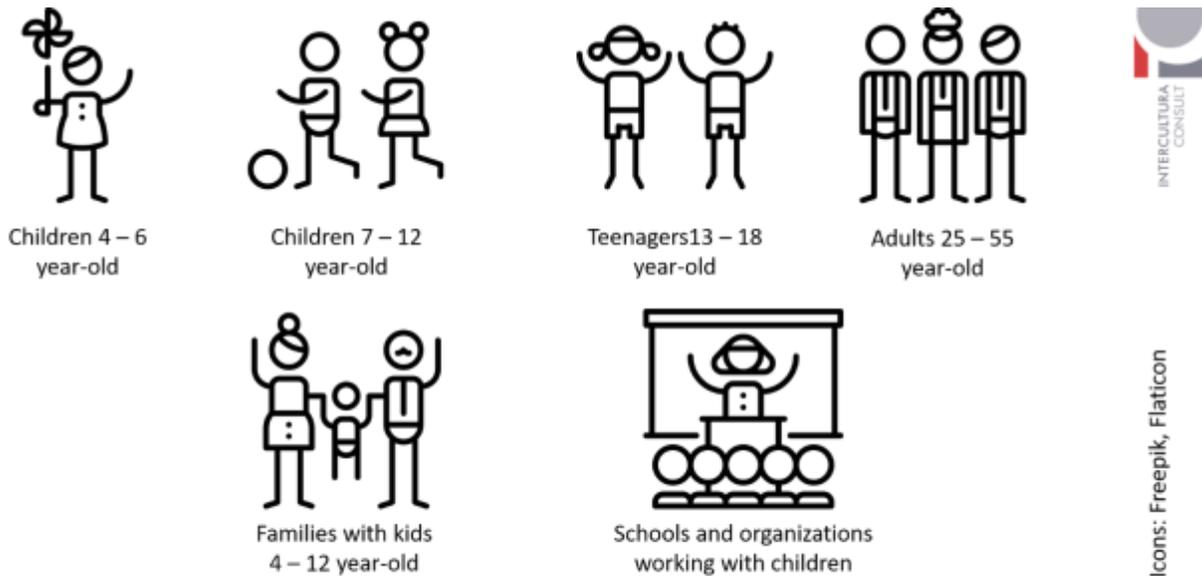
The studies focus was mainly on the interests of **young people up to the age of 18 years**, but included also families with young children and, in some cases, people of higher age groups - up to 30 years-old. The following methods were used for information gathering: **online surveys, focus groups, and on site surveys.**

Useful information was obtained on young people's interests, their preferences on event types and communication channels, as well as the factors that determine whether they will attend an event or not. The analyses also provide a valuable insight into the interest the cultural organizations have in youth audiences.

Where does the studied audience live?

The leading share of the surveyed population lives in Sofia (69%), the percentage of people from other cities in Bulgaria is also significant (18%). The audience in the countryside is likely to have a larger share, but 10% of the surveyed population preferred not to share their town residency.

What audience are the cultural organizations interested in?



Audiences of interest for cultural organizations in Bulgaria

- There is a tendency among cultural organizations to **focus on children and young people at school age**. The pre-school segment is important for organizations to a lesser extent, and the next group of interest is young professionals: 25-30 years-old.
- **Young people at the age group 19-24 remain most isolated from the target groups of organizations**. For the cultural sector, these young people are **too old** to be attracted if they do not yet have a strong interest in the specific cultural sphere. On the other hand, they are **too young** to have the purchasing power of the core profile audience desired by the organizations. **This puts young people in university in the specific situation of an**

audience excluded from access to a large part of the cultural products. Even when products are available to them, organizations have no interest in directing targeted communication to this group.

- **Access to younger audiences - up to the age of 18** is, unlike 19-24, easier for organizations. They can access these people through different channels: through parents who are looking for suitable activities for their children and have the means to pay the appropriate price; through partnerships with schools and organizations working with young people to attract group visits; and last but not least, through the friend circle of the young people themselves.

What are the interests of the young audience?



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The youth audience prefers **interactive events**: workshops, demonstrations, interactive performances, etc. An important aspect for children and young people is the **"experience" and the opportunity to experiment with the cultural content themselves**. This may involve participating in a scientific experiment, trying to play an instrument, or crafting a puppet for a theatrical scene.

The widely available internet content, the quality of which is getting better with each passing day, creates **high expectations in young people for live events**. A significant factor in attracting the interest of young people aged 15-17 is the **uniqueness** of the event. It should be of high quality and not offer content available on YouTube, but only here and now.

What are the factors attracting youth audience to an event?

Among the reasons for attending an event, apart from the topics it covers and its format, are other factors such as **the day and time** of the event, which should often facilitate visits by school groups or the whole family.

The cost of attending an event, as expected, is very important for the presence of young people. The three studies outlined similar prices for a one-hour cultural content event. **The most preferred prices are: 5 and 10 BGN.**



5 BGN



10 BGN

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Price preference

The recommendation and the presence of friends at the event are of great importance for the youth who attends the events independently. The last factor: "nobody goes there" or "everyone is there" may exceed the priority of factors such as price and place.

In summary, these are part of the factors to consider for cultural organizations aiming at attracting children and young people and building a sustainable connection with young audiences. Along with them, considerable effort is needed to utilize the appropriate communication channels and the time span necessary for the audience to make a decision to attend a particular event.

