

AUDIENCE NOTES

KEY QUESTION #1: WHO ARE THE AUDIENCE?

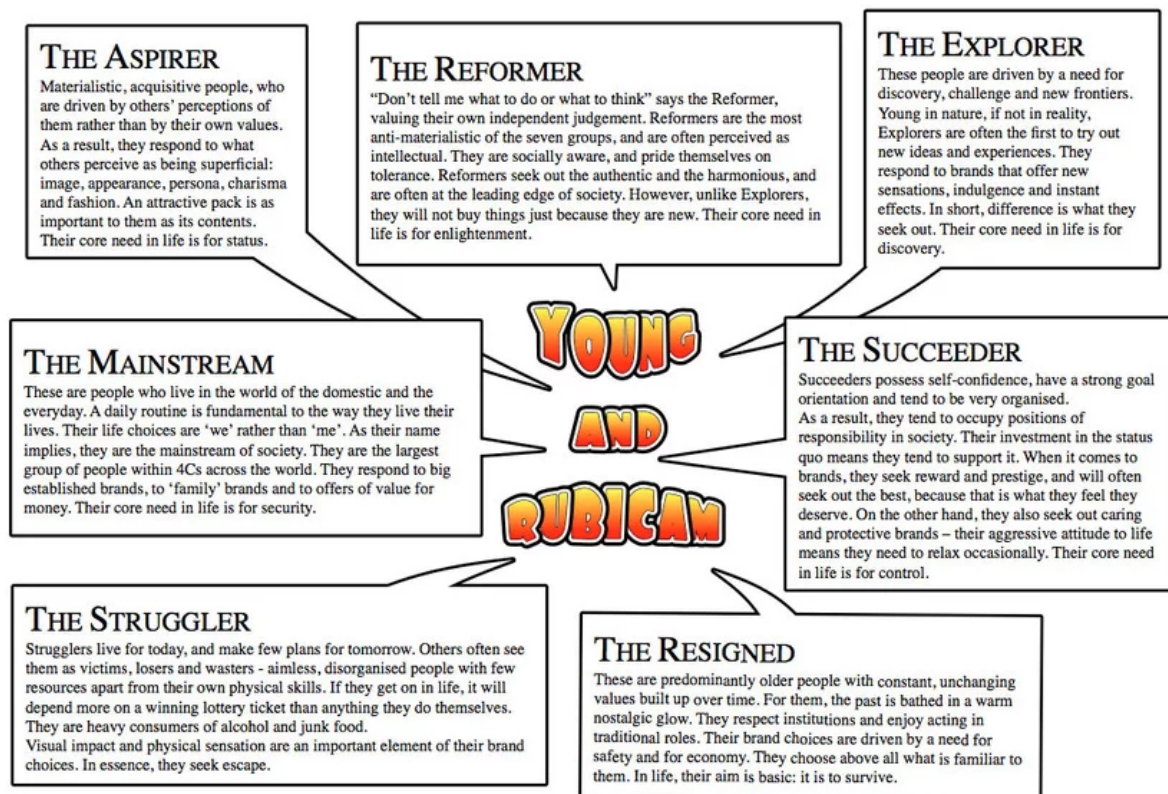
AGE

GENDER

DEMOGRAPHICS

A	Upper Middle Class	Higher managerial, administrative or professional job employment
B	Middle Class	Intermediate managerial, administrative or professional job employment.
C1	Lower Middle Class	Supervisory or clerical and junior managerial, administrative or professional job employment.
C2	Skilled Working Class	Skilled manual workers.
D	Working Class	Unskilled manual workers.
E	Casual / Lowest Grade Workers	Pensioners and others who depended on the welfare state for their income.

PSYCHOGRAPHICS



KEY QUESTION #2: WHAT DO THE AUDIENCE WANT?

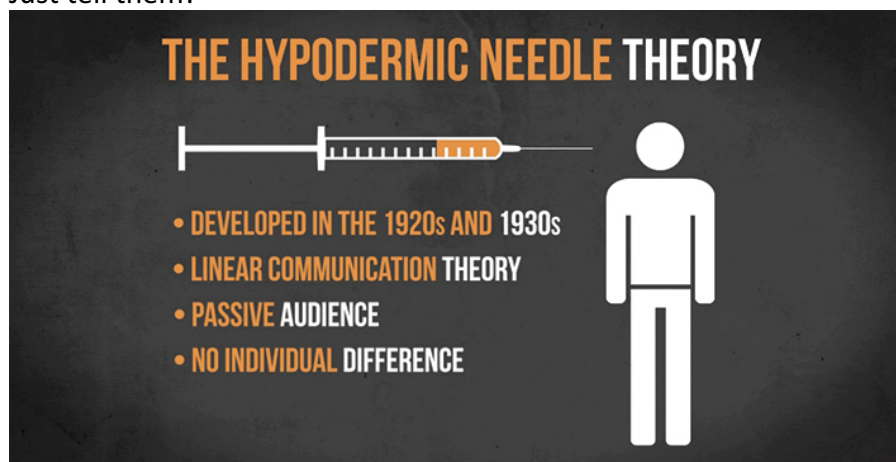
USES AND GRATIFICATIONS

- DIVERSION (entertainment)
- SURVEILLANCE (information)
- PERSONAL IDENTITY (to create a certain image of themselves)
- PERSONAL RELATIONSHIPS (to make connections with other people)

KEY QUESTION #3: HOW DO WE CONNECT WITH THE AUDIENCE?

HYPODERMIC NEEDLE THEORY

Just tell them!



TWO STEP FLOW

Identify the OPINION LEADERS and target them; they will tell the OPINION FOLLOWERS.

