

Audience research

It is always essential when creating any media product that you have a clear idea of who your audience are and what they expect to read, listen, watch in your product.

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Audience Segmentation

For the purposes of advertising and marketing, the target audience is viewed as a segment of a consumer market.

This audience is defined or segmented by 'the media' in two ways:

Demographics – the consumer is categorised in terms of concrete variables such as age, class, gender, geographical location and socio-economic groups (see below)

Psychographics – The consumer is categorised in terms of their interests, attitudes and opinions such as those who aspire to a richer lifestyle or those who want to make the world a better place (see below)

The **NRS social grades** are a system of [demographic classification](#) used in the United Kingdom. They were originally developed by the National Readership Survey in order to classify readers but are now used by other organisations for wider applications and market research. **Remember: the following classifications do not take account of what the various professions/jobs earn.**

NRS - Socio Economic groups

Grade	Social class	UK pop.	Typical occupation
A	<i>upper middle class</i>	3.4 %	<i>doctor, solicitor, barrister, accountant, company director</i>
B	<i>middle class</i>	21.6 %	<i>nurse, police officer, probation officer, middle manager, teacher</i>
C1	<i>lower middle class</i>	29.1 %	<i>junior manager, clerical/office workers(white collar workers)</i>
C2	<i>skilled working class</i>	21 %	<i>foreman, agricultural worker, plumber, bricklayer (blue collar workers)</i>
D	<i>working class</i>	16.2 %	<i>manual workers, shop assistant, fisherman, apprentices</i>
E	<i>underclass</i>	8.8 %	<i>casual labourers, state pensioners</i>

Psychographics

Refers to psychological attributes that can be assigned to groups of people (audiences) such as:

- **Personality**
- **Values & Beliefs**
- **Attitudes**
- **Interests (Likes and dislikes)**
- **Lifestyles**

The Role of the Audience

The audience has many roles, ultimately to consume the text, but also to inform the producers of current trends.

Young and Rubicam, an American advertising agency, developed the a system of segmenting audiences by the personality called the Four Cs (Cross-Cultural Consumer Characteristics) categorisation of consumers in the 1970s; this method moved away from the idea of socio-economics (NRS see above), to view consumers in terms of their personal aspirations regardless of which socio economic group the fall into. Mainstreamers, Aspirers, Reformers and Succeeders. The list has since been added to.

Communities

Where will you find your 'community'? An audience is part of a community that might physically, commercially or digitally congregate in one place or perhaps on one website. They may all follow the same band, sports team, political party or have the same hobby – but where and how will you reach them?

PSYCHOGRAPHIC GROUPS

Succeeders	<i>more money than aspirers, don't need to show it</i>
Aspirers	<i>want to have more money or status, buy flashy</i>
Mainstreamers	<i>go with the flow, don't want to stand out</i>
Free birds	<i>vital, active, altruistic seniors</i>
Settled elders	<i>devout, older, sedentary lifestyles</i>
Struggling singles	<i>high aspirations, low economic status</i>
Rugged traditionalists	<i>traditional male values, love of outdoors</i>
Renaissance women	<i>active, caring, affluent, influential mums</i>
Home soldiers	<i>home centre, family orientated, materially ambitious</i>
Priority parents	<i>family families, activities, media strongly dominate</i>
Dynamic duos	<i>hard driving high involvement couples</i>
Fun/Atics	<i>aspirational, fun seeking active young people</i>
Tribe Wired	<i>Digital, free spirited, creative young singles</i>
Individualists	<i>want to show they are different</i>
Carers/Reformers	<i>want to save the world</i>

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