



APPLYING THEORY: AUDIENCE

Defining Your
Audience

DEMOGRAPHIC CLASSIFICATION

SOCIAL GRADE A, B, C1, C2, D, E

- A socio-economic classification developed by the NRS (National Readership Survey)
- Approximated Social Grade of six categories A, B, C1, C2, D and E.
- It applies to every Household Reference Persons (HRP) aged 16 to 64.
- A discriminatory tool for media consumption and purchasing power in general.
- Based on employment status, qualifications, residence and working full time, part time or not working.

Social Grade	Description	% HRP population (UK)
AB	Higher & intermediate managerial, administrative, professional occupations	22.17
C1	Supervisory, clerical & junior managerial, administrative, professional occupations	30.84
C2	Skilled manual occupations	20.94
DE	Semi-skilled & unskilled manual occupations, Unemployed and lowest grade occupations	26.05



PRECARIAT: The poorest and most deprived class in Britain. With low levels of economic, cultural and social capital, everyday lives of members of this class are precarious.

TRADITIONAL WORKING CLASS: Contains more older members than other classes but also scores low on all forms of the three capitals. They are not the poorest group.

EMERGENT SERVICE WORKERS: Young and often found in urban areas, this new class has low economic capital but has high levels of 'emerging' cultural capital and high social capital.

TECHNICAL MIDDLE CLASS: A less culturally engaged new class with high economic capital. Small in numbers, they have relatively few social contacts.

NEW AFFLUENT WORKERS: Generally young and active, members have medium levels of economic capital and higher levels of cultural and social capital.

ESTABLISHED MIDDLE CLASS: Not quite elite but members of this class have high levels of all three capitals. They are a gregarious and culturally engaged class.

ELITE: privileged Britain of all th high an capital from ev

NEW DEMOGRAPHIC DESCRIPTORS

Elite - the most privileged group in the UK, distinct from the other six classes through its wealth. This group has the highest levels of all three capitals

Established middle class - the second wealthiest, scoring highly on all three capitals. The largest and most gregarious group, scoring second highest for cultural capital

Technical middle class - a small, distinctive new class group which is prosperous but scores low for social and cultural capital. Distinguished by its social isolation and cultural apathy

New affluent workers - a young class group which is socially and culturally active, with middling levels of economic capital

Traditional working class - scores low on all forms of capital, but is not completely deprived. Its members have reasonably high house values, explained by this group having the oldest average age at 66

Emergent service workers - a new, young, urban group which is relatively poor but has high social and cultural capital

Precariat, or precarious proletariat - the poorest, most deprived class, scoring low for social and cultural capital

YOUNG AND RUBICAM 4 CS

A Psychographic Model of consumer behaviour used in the media industry to define audience segments.

4 Cs = Cross Cultural Consumer Classification.

Divides audiences into 7 discrete “types” based on Maslow’s motivational factors and the fulfilment of specific needs.

EXT Q – Why is this system of classification is described as being “cross cultural”?

MASLOW'S HIERARCHY OF NEEDS

ABRAHAM MASLOW



MORALITY,
CREATIVITY,
SPONTANEITY,
PROBLEM SOLVING,
LACK OF PREJUDICE,
ACCEPTANCE OF FACTS

SELF-ACTUALIZATION

SELF-ESTEEM, CONFIDENCE,
ACHIEVEMENT, RESPECT OF
OTHERS, RESPECT BY OTHERS

ESTEEM

FRIENDSHIP, FAMILY,
SEXUAL INTIMACY

LOVE/BELONGING

SECURITY OF BODY, OF EMPLOYMENT, OF
RESOURCES, OF MORALITY, OF THE FAMILY,
OF HEALTH, OF PROPERTY

SAFETY

BREATHING, FOOD, WATER, SEX, SLEEP,
HOMEOSTASIS, EXCRETION

PHYSIOLOGICAL

Abraham Harold Maslow (April 1, 1908 - June 8, 1970) was a psychologist who studied positive human qualities and the lives of exemplary people. In 1954, Maslow created the Hierarchy of Human Needs and expressed his theories in his book, Motivation and Personality.

Self-Actualization - A person's motivation to reach his or her full potential. As shown in Maslow's Hierarchy of Needs, a person's basic needs must be met before self-actualization can be achieved.



YOUNG AND RUBICAM'S PSYCHOGRAPHIC DESCRIPTORS

The Explorer – motivated by the need for discovery.

The Resigned – motivated by survival needs.

The Aspirer - motivated by esteem/status needs.

The Mainstreamer – motivated by belonging needs.

The Reformer – motivated by enlightenment needs.

The Succeeder – motivated by the need for control.

The Struggler – motivated by escapism needs.

EXT Q - Which audience group(s) are you targeting and how will you use specific themes and imagery in your magazine to do so?

THE ASPIRER

Materialistic, acquisitive people, who are driven by others' perceptions of them rather than by their own values. As a result, they respond to what others perceive as being superficial: image, appearance, persona, charisma and fashion. An attractive pack is as important to them as its contents. With Aspirers, image counts.

Their core need in life is for **status**.



Fashion Designer – Victoria Beckham

THE EXPLORER

These people are driven by a need for discovery, challenge and new frontiers. Young in nature, if not in reality, Explorers are often the first to try out new ideas and experiences. They respond to brands that offer new sensations, indulgence and instant effects. In short, difference is what they seek out.

Their core need in life is for **discovery**.



Extreme Reality TV Presenter - Bear Grylls

THE MAINSTREAMER

These are people who live in the world of the domestic and the everyday. A daily routine is fundamental to the way they live their lives. Their life choices are 'we' rather than 'me'. As their name implies, they are the mainstream of society. They are the largest group of people within 4 Cs across the world. They respond to big established brands, to 'family' brands and to offers of value for money. Mainstreamers centre themselves within their extended families.

Their core need in life is for **security**.



Daytime TV Presenter – Lorraine Kelly

THE SUCCEEDER

Succeeders possess self-confidence, have a strong goal-orientation and tend to be very organised. As a result, they tend to occupy positions of responsibility in society. Their investment in the status quo means they tend to support it. When it comes to brands, they seek reward and prestige, and will often seek out the best, because that is what they feel they deserve. On the other hand, they also seek out caring and protective brands – their aggressive attitude to life means they need to relax occasionally . Succeeders need to get to the top.

Their core need in life is for **control**.



Entrepreneur – Lord Sugar

THE RESIGNED

These are predominantly older people with constant, unchanging values built up over time. For them, the past is bathed in a warm nostalgic glow. They respect institutions and enjoy acting in traditional roles. Their brand choices are driven by a need for safety and for economy. They choose above all what is familiar to them. The Resigned celebrate the past.

In life, their aim is basic: it is to **survive**.



Actress – Dame Maggie Smith

THE STRUGGLER

Strugglers live for today, and make few plans for tomorrow. Others often see them as victims, losers and wasters – aimless, disorganised people with few resources apart from their own physical skills. If they get on in life, it will depend more on a winning lottery ticket than anything they do themselves. They are heavy consumers of alcohol and junk food. Visual impact and physical sensation are an important element of their brand choices Strugglers often see no way out.

In essence, they seek **escape**.



Comedian – Johnny Vegas

THE REFORMER

“Don’t tell me what to do or what to think” says the Reformer, valuing their own independent judgement. Reformers are the most anti-materialistic of the seven groups, and are often perceived as intellectual. They are socially aware, and pride themselves on tolerance. Reformers seek out the authentic and the harmonious, and are often at the leading edge of society. However, unlike Explorers, they will not buy things just because they are new.

Their core need in life is for **enlightenment**.



TV Chef and Food Campaigner – Jamie Oliver

USES AND GRATIFICATIONS THEORY

Blumler and Katz

Blumler and Katz identified four needs that were fulfilled by the audiences of media:

- *Surveillance – Media gives us information about what is going on in the world.*
- *Personal relationships – Media should allow us to become sociable with others as it sparks conversation and a possibility for debate. For example, discussing with others who left X Factor.*
- *Diversion – Media acts as a form of relief and escape from the pressures in everyday life.*
- *Personal identity – In media you can compare your own life with the characters and the situation. This helps you explore individual problems.*