

Audience segmentation

The **target audience** is the group of people a product is aimed at

The **characteristics** of the target audience will have to be considered when planning the product. This should make the product “better” (more appealing to the audience - and so more effective)

Audience segmentation

Audiences are broken down into different groups based on their characteristics

This is called the **audience demographic**

It includes things like age, income, gender, marital status, race, ethnicity etc...

This is called **audience segmentation**

Audience segmentation

The characteristics of the target audience are used to create a **profile** of the target audience

“Audience segmentation is the process of grouping people based on shared characteristics. These groups, or audience segments, can be used to create more targeted campaigns, and tailored messaging that resonate with your target audiences”

The exam board lists 8 audience segments you need to know about

Audience segmentation

Segments used (R093 exam learning):

- age
- gender
- occupation
- income
- education
- location
- interests
- lifestyle

Ethnicity is also sometimes used as a form of segmentation. Other segments can also be used, depending on the product being marketed

age	the generation/age group/family position - e.g. born in 1960s, Gen X, teenagers, upper primary, 18-24 year olds, grandparents, retired people. Impacts on interests, lifestyle, income, ability to travel etc...
gender	male/female/non-binary. Can impact lifestyle, interests etc...
occupation	job/skill level - e.g. manager, construction worker, farmer, part-time shop worker. Impacts income
income	money available. This might impact what they can do/buy, where they can travel, speed of internet, access to technology
education	GCSEs/sixth form/degree/post-graduate. Often impacts income and occupation. Can impact lifestyle, interests
location	Where they live. Urban/rural/large city/small town - can impact ability to get to places to consume media
interests	pastimes, hobbies and activities, e.g. fishing, computer games, knitting, cooking, gardening, rock music
lifestyle	how someone lives. Relates to interests often - e.g. fitness links to sporting interests