

# Classifying Audiences

Advertising audience can be defined in three main ways; Demographic classification, Psychographic classification and Standard occupational classification.

**Demographic classification** associates with age, race, religion, gender, family size, ethnicity and education. It is used to describe, measure and classify people of different social grade and income and earnings levels. A second form of classifying audience is **Psychographic classification**, it is an enquiry of the audience's personality traits, values, attitudes and interest in their life style, and this



allows you to engage on the product design and marketing for your target audience. An example of relevant psychographic classification would be UK Tribes <https://www.uktribes.com/> which was based on a large scale research project of 16-24year olds in the UK by channel 4. The tribes are young people aged



16-24, they segmented into tribes based on social groups, there are five segments; Mainstream, Urban, Alternative, Aspirant and Leading Edge. The

purpose is to offer a chance to gain some interest into the minds of young people, and to explore their youth. Advertisers can use this research to then specifically target potential consumers that fall into particular tribes and sub tribes. The first tribe is alternative, the type of audience that are passionate about music, they appreciate live music and independent records shops. These tribe members will support an artist they love and dedicate merchandise and gigs.



The second tribe is mainstream, they are classified as chavers, fan girls, chav, sports junkies and blingers. The leading Edge is the third where they are classified as activist, creative, urban artist, DIYers and Scenesters. Urban tribes; 'the get paid crew', stylers, trackies and wasteman. The final tribe is Aspiration, the aspiration tribe knows what looks good, they know what music and lifestyle they want and will spend big money for it, and they are classified as Hipsters, Vloggers, Trendie, New casual and hypebeast.



Final advertising audience is **Standard Occupational Classification (SOC)** is a United States government system of classifying occupations. It is used to collect occupational data and is designed to cover all occupations in which work is performed for pay profit. All workers are classified into one of 840 detailed occupations.

The table below is a form of how companies classify their audience, where 'A' is seen as the upper class and C1/E is seen as the middle class. Depending on the social grades companies would know what type of adverts they want to promote to a certain audience, for example a Luxury brand might want to promote their product to a social grade whereas adverts for Supermarkets might advert towards Grade D/E.

**National Readership Survey (NRS) demographic categories**

Social Grade	Social Status	Occupation
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A	upper middle class	higher managerial, administrative or professional
B	middle class	intermediate managerial, administrative or professional
C1	lower middle class	supervisory or clerical, junior managerial, administrative or professional
C2	skilled working class	skilled manual workers
D	working class	semi and unskilled manual workers
E	those at lowest level of subsistence	state pensioners or widows (no other earner), casual or lowest grade workers