

WHO IS OUR AUDIENCE?

Understanding our audience is probably one of the most important part of a social media plan. During my investigation in search for the best potential consumers for "The Rise and Fall of the Brown Buffalo" message several profile characteristic needed to be identified.



Key factors such as shopping habits, political interest, bilingual media consumption, household income, education, and most importantly influencing probability among their peers.

PRIMARY AUDIENCE



• Age 20 to 35

• Identifies as Latina, Chicana, Latinx, Chipster (Chicana + Hipster)

• Low to Moderate Income (18K to 60K)

• She's College Educated

• Native English Speaker / Spanish 2nd Language

• She identifies with the Bilingual U.S. speaking world

• A larger number live with a parental unit or with a close family member which frees more dispensable income.

• She is the perfect online consumer and follows popular shopping trends

• She somewhat political especially around furthering her online image

• She's social consumer environmentalist: a person who uses her consumer power inline with her political views.

• Social media is an extension of herself

• She's a social media influencer among her peers

◆ Age 20 to 35

◆ He identifies as Latino, Hispanic, Latinx, Chipster (Chicano + Hipster.)
But a significant number of them identify as simply "American," although they have cultural heritage from Mexico, Central, and South American

◆ Low to Moderate Income (18K to 60K)

◆ Native english speaker with a moderate comprehension of the Spanish language

◆ He Identified with the Bilingual U.S. speaking world

◆ A larger number live with a parental unit or with a close family member which frees more dispensable income.

◆ He's more political than his female counterpart and probably was a #BernieBro

◆ He's a moderate to light online consumer and follows popular shopping trends

◆ He's highly influenced by traditional media and online media.

◆ He's a social media influencer among his peers.



SECONDARY AUDIENCE

Age 30 - 60

She identifies as Hispanic or Chicana

Moderate to high income (35K to 75K)

She's college educated and most have graduate degrees.

She's bilingual and for most Spanish was her first language.

A large number were married once but few remain as undeclared.

Home ownership is an important key marker of her identity.

She's social consumer environmentalist: a person who uses her consumer power inline with her political views.

She's a moderate to light online consumer and follows popular shopping trends

She's highly influenced by traditional media and online media.

She's a social media influencer among her peers.



- Age 30 - 60
- He identifies as Hispanic, Latino, or Chicano
- Moderate to high income (40K to 90K)
- He's college educated and most have graduate degrees
- He's bilingual and for most Spanish was her first language
- A large number were married once but few remain as undeclared
- Home ownership is an important key marker of his identity
- He's highly influenced by traditional media and online media
- He's more political than his female counterpart and probably was a #BernieBro
- He cares about local and national politics
- He's a social media influencer among his peers





TERITARY PBS AUDIENCE

THE ENTREPRENEUR

- Has a household income of \$200,000+ (index 136)
- Has an investment portfolio valued at \$500K-
- Involved in business purchases of:
Employment agencies/posting ads
LAN/WAN/Networking related products



THE EXPLORER

• 53% of PBS.org users have a college degree or higher.

• Works in Elementary and Secondary education Training and library job title. Educational (e.g., science, history)

• TV programs during a typical week. and listens to public radio.

• Visits cultural/historic sites and museums while on vacation

• 25% of PBS.org users frequently advise others on books.

• Currently in graduate school or Full Time Student

• Spent \$10K+ on travel in the last 6 months



THE CULTURAL CONNOISSUER

- Purchased tickets for classical music/ballet/ opera performances or to a museum/art gallery
- In the last month, PBS.org users attended 10 or more movies in theaters
- Hobbies include camping playing in a band or musical group or playing bingo
- Spent \$200-\$499 on gourmet foods in the last 30 days
- Watch art films at home
- 48% of PBS.org users read books, 29% cook for fun and 21% make crafts
- Drink rose wine and white wine



THE SUSTAINABILITY CHAMPION

- 61% of PBS.org users recycle
- 45% use eco-friendly light bulbs, 31% use energy-saving electronics and 23% purchase environmentally-friendly products
- More likely to enjoy horseback riding, boxing and power weightlifting
- 67% of PBS.org users are the primary groceryshoppers for their household
- 87% of PBS.org users check food ingredients and nutritional content before purchase*
- 79% of PBS.org users encourage others to seek new ways to lead healthy lives*



THE TECH TRENDSETTER

- Involved in business purchases of LAN/WAN/Networking related products & services

- Spent \$1,000-\$2,499 on computer equipment online in the last 6 months

- Are the first among friends to own/use the latest websites/internet content & services

- 23% frequently advise others on electronics, and 19% frequently advise others on computer hardware

- Purchased a stand-alone scanner inkjetr laser printer , or CD burnern in the last 6 months

- Own 2 or more desktop computers (index 114)



THE PBS PARENT

- 1 Have 3 or more children 62% of PBS Parents users are the primary grocery shoppers in their households.
- 2 Frequently advise others on home decorating, household products, parenting/family and food & beverages
- 3 Enjoy making crafts, attending a BBQ or picnic and baking
- 4 Visit social media sites daily
- 5 Participate in outdoor activities such as campin, and fishing
- 6 Searched the internet for information on museum/art galleries and music concerts



THE CIVIC LEADER

Volunteered to help a political party
and contacted an elected official in the past 3 years

Frequently advise others on politics/current events
34% of PBS.org users have participated in
political activities in the last 3 years

37% of PBS.org users voted in the most
recent presidential election

Donated \$1,000 or more to a non-profit
organization in the last 6 months

27% volunteered 6 or more hours in the last 6
months

