

Worksheet 5.1

Can you match each audience type to its description? Write your answer in the left-hand column.

Mainstreamer	Resigned	Reformer	Succeeder
Aspirer	Explorer	Struggler	

	Mainly older people who built their own attitudes over time. Believe in tradition and institutions they trust and believe in for safety and survival.
	Makes up 40% of the population. Stick to tried and tested products with value for money. Seek security and don't take risks.
	Want status in society, pay for luxury items and will use credit. Stylish and on trend and influenced by celebrities
	Defined by self-esteem and self-improvement. Not materialistic or impressed by status. Stick to good for them or the environment.
	High social status, in control of their lives. They believe they deserve the best and will choose brands accordingly. They seek control.
	Likes to discover new things and is attracted to new or innovative products.
	Has a 'live for the day' attitude and doesn't look to the future. See themselves as victims with physical skills to help them in society. They seek escape.

Extension

Which category do you think you would fit into and why?
