

AUDIENCE PROFILES



Audience Profiles

Part 1

Primary Publics – CSU students ages 18-23. Young adults residing in Fort Collins. Restaurant and Bar owners in Old Town. Liquor Stores in the vicinity of the 80521 - 80526 zip code. (Majority of students and young adults live in this area.)

Intervening Publics – Newspapers (The Coloradoan, The Rocky Mountain Collegian). Radio. (KCSU) Magazines. (Scene Magazine)

Special Publics – 2003 Environmental Program Series. Fort Collins City Council.

Part 2

- The first of my target audiences will be CSU students, male and female, ages 18 – 23. My reasoning for this group is that the college age group seems very partial to beer consumption. Although some of this group will be under the legal drinking age, they can still visit the brewery and gain knowledge for future beer choices.
- My next target audience will be The Rocky Mountain Collegian. This is the campus newspaper for Colorado State University. With over 24,000 students on campus, it is a good bet that many will be reading this daily newspaper.

- The third target audience will be the 2003 Environmental Program Series.
- My fourth target audience will be liquor stores in the 80521 – 80526 zip code range of Fort Collins. Having worked at Supermarket Liquor Store, I know that New Belgium does a lot of advertising and promotions through various liquor stores in the area.

Part 3

The first target audience will be Colorado State University students. These will consist of males and females ages 18-23. The U.S. Census of 2000 states that the population for this area of those ages 15-19 is 9.53%. Those in the range of 20-24 make up 16.04% of the population. 39.17% males and 39.3% females make up the male/female ratio over 18. According to Claritas, the area most populated with CSU students consists mostly of Whites. These individuals are most likely single with a high school education. Their income is considered lower middle and the average household income for this area is \$34,065. Lifestyles for this group include, ordering home delivery meals, owning an enhanced movie satellite, using a bank branch closest to work, watching country music TV, and owning a deep fryer. This group of young adults resides mostly within the 80521 and 80526 zip code area.

My next target audience, which is The Rocky Mountain Collegian, is a student-run newspaper at Colorado State University. Seeing that students will be the audience, the information from above should apply the same.

The third target audience is the 2003 Environmental Program Series. This group will consist mostly of adults in Fort Collins, ages 35-59 years of age. According to the U.S. Census 2000, those who are 35-44 years old make up 14.6% of the population. Those who are 45-54 years old make up 11.68% of the population. The last portion of this category, are those who are 55-59 years old, which make up 3.19% of the population. Claritas states that these individuals living in the 80521 and 80526 zip code areas, are of mainly White and Asian ethnicity. Most are married couples with a college degree. Their median household income is between \$45,811 and \$82,412. Their lifestyle traits include owning a passport, using the internet for research and purchasing gifts, watching CNBC, using a discount brokerage service, reading Vogue, and owning a pasta machine.

The fourth target audience will be liquor stores in the 80521 – 80526 zip code area of Fort Collins. These will be made up of employees, most likely students or younger adults, managers, and owners. The same statistics from above will apply to the students and managers. Based upon Claritas' information, owners living in the 80521 and 80526 zip code area have an estimated household income between \$70,242 and \$124,004. Their ages range from 45-60+. These individuals are usually single or married with children. They have a college degree and usually own a house. They typically own a laptop PC, utilize trust/estate planning services, listen to classical radio, own money market funds, and watch The Price is Right.